Teneral Wahr April 6, 1929

## The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, APRIL 6, 1929

# Introducing May Goodwin

And the F. And E. Stoneham Circulating Library in London

#### Ruth Brown Park

Author of "Book Shops, How to Run Them"

N a room as big as a police station and as bare, except for the thousands of books lining the walls, we found Miss May Goodwin. She sat on a high stool behind a kind of police Sergeant's lofty desk, only she looked too young for the Sergeant part and far too meek.

But when she had climbed down from her heights, and commenced telling us her story, we realized she had the makings of a good police sergeant, with no meekness

about her.

Any woman who can police 15,000 volumes of books a week, while they go floating all over sprawling London to more than 6,000 subscribers, and eventually get them all home to roost, has certainly super-

human sergeant qualities.

In 1923, Miss Goodwin, then in her 'teens, was one of the stenogrophers in the City branch of F. and E. Stoneham's Bookshop, London. One day she was called in to help file and classify some second-hand books-about 800 of themdumped in the basement of Stoneham's. After days of work, so passionate and so meticulous a filer did Miss Goodwin turn out to be, and so neat and well assorted were the 800 volumes, that it occurred to Messrs. Stoneham it might not be a bad idea to let her start a lending library in the basement of their regular Broad Street

So right then and there the F. and E. Stoneham Circulating Library was born.

The ardor of Miss Goodwin continued. The Library increased. The public subscribed, and the basement space in Stoneham's was no longer large enough. Another store must be secured: In Sir Christopher Wren's Church, St. Stephen's, Stoneham's distinguished itself by having another bookshop. Across the street from this, in a large basement room, Miss Goodwin chose the new headquarters for her Library—the big, bare, severe room with brown linoleum floor covering, in which she still carries on her remarkable business.

The day we were there was reported a quiet day. True, there was no air of a Grand Central five o'clock rush, but there were at least one hundred people standing in four separate lines before four separate desks, placarded with huge alphabetical letters, waiting quietly their turns for ex-Behind each desk, librarians worked steadily and call boys ran to fill the orders or toss the returned books on great carts standing at intervals about the

room.

The subscribers were mostly men, for this is the Wall Street district of London. And oh! to be a man's fashion editor! Such male costumes were never noted on Lower Broadway, particularly in circulating libraries! Silk hats with black and white checked trousers; gray bowlers and black morning suits; silk hats and dark blue lounge suits; gray top hats, gray frock coats and white spats. One would not be

surprised to see the lady librarians in low neck and short sleeves, but for the most part they restrain themselves and wear gray or tan jersies, with no apologies to anyone.

Besides, they are too busy to dress up. Keeping the exchanges straight must be a colossal task, yet the beautiful system which Miss Goodwin has instituted cuts down intricate bookkeeping and simplifies everything. There is no daily or weekly charge—that bane of every American book clerk's existence. Instead, a flat rate charge by the month, by the half-year, or by the year, exists, varying according to the number of books desired at one time by the reader. That is, are you a four-volume subscriber, or a one? If a four, you may always have four volumes of F. and E. Stoneham in your possession at once. You may keep the same four during the entire length of your subscription or you may change them daily or hourly provided you keep the number to four or less. No cursed two-cent-a-day bookkeeping, no overdue postcard, no quibbling as to take-outs and

This is the flat rate charge per year:
Constant One-Volume Privilege . . \$6.25
Constant Two-Volume Privilege . . 11.25
Constant Three-Volume Privilege . . 15.75
Constant Four-Volume Privilege . . 20.00
Constant Five-Volume Privilege . . 24.00

The half-yearly and monthly charges are worked out proportionately on the same number of volumes basis. The only book-keeping necessary is the name of the book withdrawn, and the date; or the name of book returned, with accurate notations on the correct withdrawer's card. Or if a more than one-volume privilege exists, careful note of the number out, and the number returned.

A group privilege is also allowable: Several members of one firm take out a subscription together. Then they interchange the volumes among themselves. One person of their group is in charge of the subscription and does the reordering by letter or telephone, then motorcycle sidecars from the Library call for the finished volumes and leave the reorders.

A special fleet of these motorcycles are roaming the city all day long, besides covering a twenty-mile radius outside of London. It's "Stoneham Day" in many a regular day new books will be left and old ones taken away. If by chance a reader has not completed her last allowance, the driver is harsh with her and forces her to make her choice. She must either forfeit the finishing of her last story or keep it and forfeit her right to one of her reorders. But more of this later in a more detailed Rental Library article.

Among these 15,000 volumes in Stoneham's Library, how many are Miss Goodwin's choice? The answer is-all of them. Because of her experience of what the public has liked to read in the past and with the help of the firm of Simpkins, Marshall, Jobbers, who put advance copies in her hands, Miss Goodwin sees the latest in books and makes her decisions. favorites as "Old Pybus" or Song" must be ordered by the hundreds. Detective stories by the hundreds. lesser lights, less heavily. It is not the business of the Rental librarian to boost a The publisher must do that. Let him make a book popular, and she will do the rest.

For she must satisfy her readers. She is one of the smallest of the best known London Libraries—competition against gigantic million-volume libraries is nothing to be taken lightly. It must be fought steadily, by pleasing subscribers.

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Miss Goodwin does that. She does it unobtrusively, without conscious effort or apparent realization of the magnitude of her job. So modest is she, that she might be the same little stenographer of six years ago, working in Stoneham's offices.

Yet from nine to six-thirty, every day but Saturday, she has a tremendous organization on her shoulders: her staff of Librarians; of call boys; of order fillers; of delivery boys; and she must take care of weeding out of old books, and reordering new. This is a task worthy of any two-hundred-pound sergeant.

But what Miss Goodwin lacks in pounds, she makes up in an amazing executive ability, coupled with a genius for filing. Everything is well ordered, cataloged, and in its proper place. A string to every one of the 15,000 volumes. So she goes along quietly without stir, controlling not a small portion of a really great British institution—the circulating library.

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# A Community Book Club

Brookfield Center, Connecticut—A Typical New England Village— Boasts a Reading Club That Is a Weekly Local Function

## Harriet Smith Hawley

UR town is the typical New England village, "unspoiled," I understand, if the city folks who call it this know exactly what they mean by that state of a town's perfection. We have one long tree-lined Main Street, but no Babbitts. Had we one, there would probably stand on our southern boundary line a large red-lettered sign, reading: "The Gate-way to New England." As it is, we find ourselves on the map in small letters, and autoists find us because we are supposed to be a delightful spot far from the madding crowd.

We have one thousand inhabitants, natives on "the street," foreigners on the farms. We boast one private boarding school, five of the famous little red schoolhouses (only they are white), a town hall, two country stores-not of any chain-but no library. We have two preachers, neither of whom is an "Elmer Gantry, so you see we are just average. Up to date there is nothing sensational about us, although twice we have found ourselves in print, once in the Atlantic Monthly and once in Harpers Magazine. This, of course, created quite a stir, and the magazines are still kept carefully dusted and shown to every visiting friend. Our pace, by this I mean mental progress, is not advanced enough to tolerate trial marriages or a wet platform. We have no movies and no youth movement.

Up to two years ago bridge was the favorite pastime and even now when at night one sees an old Colonial brightly lighted and hears stately steppings in that direction, it is always a safe bet to say, "the bridge enthusiasts are holding forth tonight." But not on a Monday night, oh no, for then all the villagers are hieing for that modern organization of our town, the Community Book Club. And here I am to the point at last, an average town with an unusual interest, books.

It all started in this way when the owner of the village inn, the church organist, and an ex-English teacher, all young women under forty-in our town people are in their prime at eighty-met solemnly and decided something must be done to stimulate an interest in reading.

"Let's have a book club," said one, "a community affair to which everyone is in-

vited."

"A good idea," the second enthusiast replied, "and let's have everyone obliged to

buy a book to become a member.'

The ex-teacher was already looking up catalogs and reviews, saying as she turned the pages, "We'll make out the list of books from which they can choose so that we may have something beside the best sellers."

The first meeting was called for the Monday night of Thanksgiving week. The day was snowy, the traveling bad, but sixteen answered the call, and the organization was started. Our first review, for we had decided to start off as we intended to carry on, was Edna Ferber's "Show Boat."

The enthusiasm was fine, but when we suggested we meet every week there was "Impossible," was the much discussion. general opinion. It would be bound to 'peter out." But the promoters persevered and carried the day. Every Monday we met, and every meeting became more and more largely attended. No storm was severe enough to keep the embryo book lovers from the weekly reviews. I remember one wild night, when we almost felt we should call it off, that thirty-seven plodded through snow drifts to hear a review of Lincoln's "Big Mogul."

People no longer gossiped when they met. The subject of conversation had changed. It was, "Have you read Dorothy Canfield's 'Her Son's Wife'?" or "Isn't Professor Erskine's 'Galahad' the limit?" or "What do you think of Galsworthy?"

The ready response which a'l members showed in opening their homes for meetings and in reviewing books was another outstanding feature of this democratic organization. Farmers and housewives often gave as excellent reviews as teachers and students. A speaker in addressing the club summarized what he considered to be the outstanding difference of this book club and most similar clubs as a literary club that was as well attended by men as women. He seemed surprised that the men were keenly interested and were both reading "There is no and reviewing the books. caste system here," he said.

The reviews were surprisingly well thought out. People were now finding the pages of magazines and papers that dealt with books.

Sometimes the meetings would be held long distances from the village street with its lights and state roads. Then would we bump along to the detriment of both tires and tempers, only to be fully repaid by a discussion of a book that probably thrilled us just as much as the dramatized form of it delighted an audience on Broadway.

By May the Monday Book Club was the event of the town. The neighboring city newspaper gave us headlines. Our town had become somewhat an authority on books.

While it was thought best to discontinue meetings during the summer, our interest did not ebb. We were all eagerly reading book reviews to determine what books should be put upon our next year's list.

And, now, we are enjoying our third season with added numbers and added enthusiasm. Our first review this fall was of Galsworthy's "Swan Song."

Every other week all the books are brought in for the general exchange and these worthy books of our Community Book Club lie on the year's table, while we answer the roll-call to come choose:

"The Life and Times of Pieter Stuyvesant." Van Loon.

"The Great American Band Wagon."
Merz.

"Short Circuits." Leacock.

"Mussolini." de Fiori.

"Constructive Citizenship." Jacks.

"Adventures of An African Slaver."

"Tinker and Thinker, John Bunyan." Nelson.

"Catholicism and the American Mind." Garrison.

"Coming Up the Road." Bacheller.

"Goethe." Ludwig.

"Under Turquoise Skies." Robinson.

"Life of Emily Brontë." Wilson.

"Schubert the Man." Bie.

"Herbert Hoover." Irwin.

"Roamin' in the Gloamin'." Lauder.

"A Thread of English Road." Brooks.

"The Not-Quite Puritans." Lawrence.

"Stranger Than Fiction." Browne.

"The Angel That Troubled the Waters." Wilder.

"Bambi." Salten.

"Hill Country." Benson.

"Octavia." Asquith.

"The Father." Brown.

"The Mother." Deledda.

"The Cavalier of Tennessee." Nicholson.

"Daisy and Daphne." Macaulay.

"The Happy Mountain." Chapman.

"Back of Beyond." White.

"All Kneeling." Parrish.

"The Mystery of the Blue Train."

"Wintersmoon." Walpole.

"Swan Song." Galsworthy.

"Beau Ideal." Wren.

"With Malice Toward None." Morrow.

"Silver Slippers." Bailey.

"The Empress of Hearts." Barrington.

"Destiny Bay." Byrne.

"Desert Drums." Crane.

"The Age of Reason." Gibbs.

"Therese." Schnitzler.

"The Children." Wharton.

"At The South Gate." Richmond.

"A Lantern In Her Hand." Aldrich.

"Black Majesty." Vandercook.

"Harness." Gibbs.

"When West Was West." Wister.

"Within the Walls of Nanking." Hobart.

"Love." Phelps.

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# Book Publishing in the United States to 1901

Downing Palmer O'Harra

CHAPTER III—PART I

Book Trade Organizations and Underselling 1860-77

The American booktrade was one of increasing agitation, largely unorganized, for the elimination of underselling. Once this evil had got a firm grasp, it extended rapidly, so that most publishers and booksellers were forced to engage in this practice or have their business ruined by those who did. Mr. Leypoldt, editor of the Publishers' Weekly, called constant attention to the danger that threatened the booktrade and urged the effective organization of publishers and booksellers to combat underselling. Very little was accomplished, however, before 1873.

On January 21, 1864, a meeting of Philadelphia publishers and booksellers was held at which the problems of trade sales and underselling were discussed. of the important religious publishing firms were also represented, such as the American Sunday School Union, the Presbyterian Board of Education, the Presbyterian Publishing Committee, Baptist Publication Society, Methodist Book Concern and the Lutheran Publication Society. Mr. Leypoldt gave an account of the danger of underselling. A committee was appointed to draft a series of resolutions expressing the feelings of those present upon the subject.

The Publishers' Board of Trade was organized March 16, 1870, to protect the interests of the school-book publishers. The work of this organization will be discussed in a later chapter in connection with the agency system in the introduction of school-books.

On February 23, 1872, the first meeting of the Philadelphia Book Trade Associa-

tion was held. According to by-law two of its constitution "its object shall be a bond of union in which all the branches of the book-trade shall be represented and for mutual co-operation in advancing the interests of all, and for social union." Its main interest proved to be the securing of increased tariff duties on imported books.

Another early local association was formed at Nashville for the purpose of maintaining the retail price of school and college textbooks.

#### The First National Booktrade Association

The first real beginning, however, of a national booktrade association was made in 1873. The panic of 1873 made the book business more than ever unprofitable, and in that year a small group of booksellers of central Ohio led by J. W. Gunn, Abel Lowe, Prugh & Brother, and C. Anthony issued a call to other booksellers to send representatives to a meeting in order to "effect a reform for our mutual protection in trade." As a result of this call a meeting was held at Cincinnati on October 16, 1873. Those present were booksellers from Ohio and surrounding states. At this meeting the Booksellers' Protective Union was former. Abel Low of Springfield, Ohio, was elected president, and Howard L. Ross of Hamilton was elected secretary. The purpose of the association as stated in a resolution by the meeting was "to secure uniformity of prices, reasonable, but not exorbitant profits, and to entirely prevent the practice of selling at a discount from retail prices to any parties not engaged directly in the trade."

To accomplish their purpose a central executive committee was formed for the purpose of writing to publishers asking

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them to discontinue underselling. The following form letter was adopted to be signed by booksellers and sent to publishers:

"To book publishers and jobbers of books.
"Gentlemen: At a convention of western

"Gentlemen: At a convention of western booksellers held at Cincinnati, October 16, 1873, the following preamble and resolutions were

unanimously adopted.

"Whereas, a great irregularity exists in the booktrade, viz., publishers and jobbers selling books not in the trade, at nearly the same discount as to the trade, and in some instances at even a greater discount, therefore, resolved: 1. That we consider the foregoing irregularity as very detrimental to the interests of both the publishers and retail dealers. Resolved: 2. That the various publishers and jobbers throughout the country are under obligation to the trade to immediately discontinue this custom, and furnish no one outside the trade with books at any other than the regular retail prices, except school-books for first introduction. The undersigned retail booksellers call your attention to the above resolutions and respectfuly request that you comply with the second resolution.'

On February 12, 1874, a more representative convention was held at Cincinnati. It consisted of about fifty members of the booktrade from Ohio and surrounding states. The secretary reported about 150 letters of endorsement. Isaac G. Aston of Columbus was made permanent chairman. The name of the organization was changed from The Booksellers' Protective Union to the American Booktrade Union, the reason for the change being that the term booktrade was broader. It was felt that a protective union of booksellers only would antagonize the publishers whereas the new name could even include publishers in its membership. Mr. Leypoldt was strongly in favor of the change in name as he insisted neither publishers nor booksellers could accomplish much in the way of reform without the active cooperation of the other. The objects of this association were the promotion of the interests of the booktrade in the United States and the improvement of its methods of doing business. It made some important pronouncements upon the subject of underselling which are worthy of quotation.

"Whereas, we all recognize that underselfing is the crying evil of the booktrade, and that this evil is the result of the exorbitant retail prices of books, the large discounts made to the trade by publishers and the booktrade sales, and "Whereas, we have, by resolution, respectfully but earnestly requested the publishers to lessen these prices and discount and abolish trade sales. Therefore, resolved, that, as retailers, jobbers and publishers, we pledge ourselves to use all reasonable endeavors to maintain and protect publishers' retail prices."

This is, by far, the most explicit appeal yet made to bring about better conditions in the booktrade. From this resolution the fact is made clear that at least a few of its members were publishers and jobbers. Perhaps more important than any resolutions this convention passed is the fact that for the first time both booksellers and publishers sat down in common meeting for the purpose of discussing their business relations. This is a distinct forward step in the history of the booktrade and should not be overlooked in the midst of the often heated debates between publishers and booksellers.

Other abuses were considered briefly in a digest of principles which was adopted. The following statements were made:

"That the present system of professional discounts should be discountenanced and abolished by all book dealers, and no discounts from retail price be made to any persons outside the regular trade.

"That the only exception, and that advisable as a matter of present expediency, should be in the first introduction and exchange of school-books, which should be done through the resident trade or the publisher's traveling agent; the time for introduction prices being limited to thirty days.

"That wholesaling live books to newspapers for premiums is especially detrimental to the trade.

"That the trade sales are a leading cause of the present demoralization and detrimental to the interests of the whole trade, an evil which should be remedied by publishers declining to contribute, and by dealers generally abstaining from buying.

"That the publishers' practice of sending books by mail upon receipt of published price is an injustice to local dealers which can be fairly remedied by an additional charge of 10 per cent for postage.

"That to assure permanence in these reforms, the retail price of books should be reduced so that the largest discount under any circumstance could not exceed one-third."

A committee on prices and underselling was created to authorize a delegate to visit publishers to secure their signatures to the main recommendations of this convention. The chairman of the committee, Isaac C. Aston, consented to serve as a delegate to

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the publishers with Howard Challen as his assistant.

Reform was found to be slow. Most of the publishers and booksellers were waiting for some one else to start reducing discounts, but no one seemed willing to assume the responsibility of starting the re-Therefore, a period of agitation began, with the Publishers' Weekly leading the way by declaring for a large representation of eastern publishers at the next convention which was to meet at Putin-Bay, Ohio, from July 21-23, 1874. As a result of this propaganda about 120 representative publishers, jobbers, and booksellers met at this summer resort town on the dates specified. It was a genuinely national convention in that it included representatives of such important publishing firms as Lee and Shepard, D. Appleton & Co., A. S. Barnes & Co., Porter & Coates, Jansen, McClurg & Co., J. R. Osgood & Co., Henry Holt & Co., Robert Clarke & Co., Baker, Pratt & Co., Wilson, Hunkle & Co., and Little, Brown & Co.

The official name of the organization was again changed, this time from The American Booktrade Union to the American Booktrade Association. The word "association" was considered less restrictive than "union." Several committees were appointed, among them being an executive committee of ten, a committee of five on assemblies of the trade, an arbitration committee of five, and a finance committee

of five.

#### The 20 Per Cent. Rule

This convention proved to be historic among the early meetings because it first formulated the famous 20 per cent rule around which a bitter battle was waged. Most bookstores were allowed a trade discount of from 30 to 33 1-3 per cent off the published retail price. The local book dealers insisted that both publishers and booksellers should agree not to sell at a discount of more than 20 per cent on miscellaneous and school-books to libraries, large book buyers, professional men, and teachers, nor at more than 10 per cent on medical books. This rule was passed as part of the platform of the Put-in-Bay convention, and read as follows:

"That the discounts which have heretofore been allowed to ministers, teachers and libraries... be as follows, namely; that a discount not exceeding 20 per cent on miscellaneous and school-books, and 10 per cent on medical books, may be allowed by publishers, jobbers and retailers, to professional men and teachers, and on goods sold in quantities to libraries and large buyers, outside the trade."

#### Sustaining the Local Bookstores

Another plank in the platform related to the sustaining of the local bookstores. It was worded in this manner:

"That we deem it right for the best interests of book buyers to make their purchase of, and to sustain the local bookseller, that the business of the locality may be developed for the common good. The business of selling books at best is not among the profitable kinds of commercial enterprises, and yields but a fair living and requires unusual intelligence to successfully prosecute it."

Mr. Shelden defended on the floor of the convention the high price of books on the ground that the cost of advertising and of stereotype plates was twice as much as before the Civil War and that the public insisted upon a more beautiful and costly binding. He also stated that the demand for popular books had been lessened to some extent by the rapid increase in popular magazines and newspapers. Furthermore, he claimed that the average book which cost \$2.00 before the war was now (1874) only \$1.50.

The Publishers' Weekly was recognized as the official organ of the entire trade and was recommended as the medium through which publishers should make their "first announcement" of books they proposed to publish. Another matter discussed was that of trade sales, to be considered in a later chapter. A. D. F. Randolph of New York was the president of this convention.

The Chicago Tribune of July 24, 1874, in a news article said that the convention had been harmonious and had resulted far more satisfactorily than its promoters had expected. Just preceding the convention there appeared a very clear statement of the history and causes of underselling as a special feature article in the columns of the New York semi-weekly Tribune, which included this concerning the coming convention at Put-in-Bay.

"The New York publishers cannot be said to expect great results from the convention at Put-in-Bay. They are conservative regarding it and the subjects which are to be discussed.

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They recognize the need of a careful directed reform, but fear that the attempts toward bringing this about are too sweeping, and may result in more harm than good."

#### Regional and Local Organizations

At the close of the convention the Western book jobbers organized themselves into the Western Booksellers' Association with headquarters in Chicago. They agreed on a list of trade discounts to be observed. Most of the firms agreed on 30 per cent as the maximum, while several made 25 per cent the limit. The Eastern jobbers agreed to the same discounts.

Regional and local bookseller organizations began to be formed about this time. Organizations were formed in Balitmore, Philadelphia, Rochester, Buffalo, Columbus, Troy, Milwaukee, Nashville, New Orleans, Providence and Washington, D. C.

The Central Booksellers' Association was one of the more important regional organizations. It came into existence on September 24, 1874, though a preliminary meeting was held September 11. Representatives were present from the following firms: Scribner, Armstrong & Co., D. Appleton & Co., A. S. Barnes & Co., Sheldon & Co., Roe Lockwood & Son, Robert Carter & Brothers, Judd Publishing Co., Lee, Shepard & Dillingham, Baker, Pratt & Co., Ginn Brothers, McLoughlin Brothers, American News Co., Hurd & Houghton, G. P. Putnam's Sons, E. P. Dutton & Co., Hale & Son, Dick & Fitzgerald, J. R. Osgood & Co., Claxton, Remsen & Haffelfinger, Cushing & Bailey, Turnbull Brothers, Kelly, Piet & Co. Mr. A. S. Barnes was elected president and P. M. Hale, secretary and treasurer.

"The book publishers and dealers in books of New York and neighboring cities being desirous of promoting a better acquaintance and understanding between their respective branches of trade, and to establish sound and, as far as possible, uniform methods of conducting business, do hereby associate themselves under the name of the Central Booksellers' Association."

#### Scale of Discounts Recommended

In the by-laws it was provided that the executive committee after consulting with each publisher should recommend a scale of maximum discounts to be given to booksellers and jobbers and to libraries, schools, teachers, ministers, and professional men. Another provision was that stock, which was considered unsalable and that had been on hand for six months should not be included in the limits fixed. By-law No. 6 reads:

"Publishers will give at least two and onehalf per cent better discount to members of the association than they would to non-members under the same circumstances, in the same locality."

This by-law was repealed. Provision was made for disciplining members who violated the rules. By-law 8 read as follows:

"Any dealer who offers or gives more favorable prices or terms than those established by this association may be reported by a member to the Arbitration Committee, and upon satisfactory proof of the act alleged, if the party is a member of the association, the committee may report the case to the publisher or publishers of the books improperly sold, whose duty it shall be to withdraw jobbers' or retailers' terms from the offender for the space of one month for each offense; or the committee may impose a fine or such other penalty as they may deem equitable. If the party be not a member the committee shall report the case to the publisher or publishers of the books improperly sold, whose duty it shall be to withdraw jobbers' or retailers' terms from the offender for the space of three months for each offense."

An appeal might be taken from a decision of the arbitration committee to the association by giving notice to the committee within thirty days after service of such decision. The decision of the majority present decided the matter. A failure to obey the decision would cause the suspension of the delinquent.

At the first regular meeting on October 13, 1874, the Central Booksellers' Association was made an auxiliary to the American Book Trade Association.

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# Celebrates Thirty Years' Direction of the Library of Congress

THIS month marks the thirtieth anniversary of Dr. Herbert Putnam's direction of the Library of Congress, for it was in 1899 that he was called to his responsible post from the Boston Public Library. Dr. Putnam's immediate pre-

decessor had been John Russell Young. who had served only two Dr. Ainsyears. worth R. Spofford had done valuable work for the thirtytwo years he had spent as Librarian before Mr. Young, and it is with Dr. Spofford that the present Librarian shares the honor of three decades of service and innumerable achievements in organization, extension, and constructive librarianship. Dr. Putnam has been a staunch asset to, and leader of, his craft.

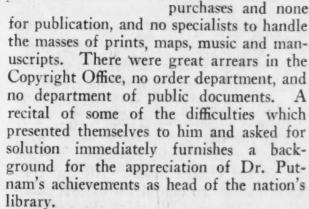
When he became Librarian of Congress in 1899 the

million odd books had just been shelved in the new Library building completed in 1897. Dr. Putnam found himself and his books occupying the largest library building in the world, with over twelve acres of floor space, covering nearly four acres of ground. The building and its site had cost about seven million dollars. The magnificent new facilities had been wrung from the strong box of Congress after fourteen years of discussion. Shelves for two million volumes were in the building; twenty-five years later there were shelves for three million volumes, and now, the recent completion of a second courtyard stack further

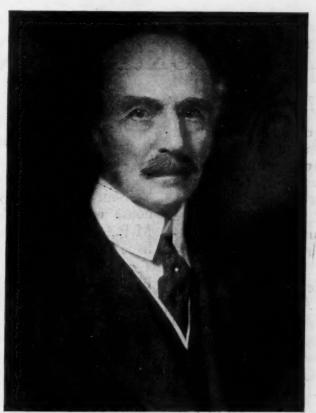
increases the capacity of the Library of Congress.

Dr. Putnam probably still recalls that things did not always run so smoothly in the Library as they now run. He probably recalls the situation which faced him

thirty years when he came down to Washington from Boston. He found a small staff without much organization, a huge mass of ill-arranged This books. rangement had been formulated by Thomas Tefferson in 1815 after he had cataloged and sold to the government his personal library of seven thousand volumes to serve as a nucleus for a national library. An imperfect author catalog faced Dr. Putnam. but no subject catalog or shelf list. He found he had very meagre funds for



Outstanding among the characteristics of Dr. Putnam's reign is the cooperative spirit he has fostered between the Library of Congress and American libraries, and



Dr. Herbert Putnam

the cooperation he has created between government departments and among the members of his own staff, which now numbers about eight hundred persons. The sale of printed catalog cards from the Library of Congress to about four thousand libraries is the fruit of one of his cooperative attempts. It has been said that perhaps no single feature for thirty years had meant so much to the development of libraries in this country as the sale of these printed catalog cards. It is difficult to recall the cataloging system difficulties that existed in 1901, the year when the now familiar

labor-saving system began. James Hanson and Charles Hastings of the Library worked out the scheme of central cataloging, and it was the constant support and encouragement of Dr. Putnam that made possible the fructification of their work.

Impressive collections from private donors, four million books, more than a million manuscrips, two hundred thousand folios, a million maps and views, a million items of music, a half million prints and photographs—these are to be seen in the institution presided over by the scholarly, efficient, and far-seeing Dr. Putnam.

# English Booktrade News

From Our London Correspondent

#### A Complete Catalog

HEN will the British Museum ever provide us with a complete list of books and pamphlets that are published during the year? never has been an authoritative list, although there are certain trade publications that cover the ground. Only one organization can issue a complete list—and that is the British Museum. And why? Because every printed book, pamphlet and magazine has to be sent to the Copyright Office of the British Museum in accordance with the The least the Government can do is to provide a yearly list of such publications. It doesn't matter how dear, or how cheap the publication is, it must be deposited in the copyright office. list would be a boon to thousands of people, and even if the authorities thought they ought to charge cost price for it, there would be a big enough demand to warrant its publication. Perhaps, when we are all old and grey, the authorities will recognize the importance of publishing such a list. The kind of list we have in mind would have an international value, especially, we are sure, in the United States. All countries should publish an official list of that country's publications. We think the matter is important enough to form the subject of consideration by one of the International Committees at Geneva.

#### The Nelsonian

THIS is the latest publishers' House Organ, which is edited by Dr. Richard Wilson. Nelsons are, of course, the great house with which Colonel John Buchan, M.P., is closely associated. This first issue is very attractive, indeed, and carries a colored illustration on the cover. We like the opening of the first article which Dr. Wilson has written. The sentence runs:

"I want some reading; some fine bold reading." It is a quotation from Mr. Boffin. Other articles in *The Nelsonian* are: "The Modern History Syllabus" by Dr. F. W. Tickner and "The Literary Extract" by S. H. Newbolt.

#### Publishers' Association

WILLIAM LONGMAN is President for 1929-30 and Captain Rivington, vice-president. There is a new force this year among the officers of the Publishers' Association in Bertram Christian, who has been appointed treasurer. Mr. Christian is a distinctive personality in the publishing world, and we should say that his clear and logical mind will be of great service to the deliberations of the Council.

#### Italy and Censorship

THERE has been made recently an announcement that in future, no book, whatever the character of its contents,

whether political or not, will be published in Italy without a special license from the Fascist Party. This, it is said, is the decision of the Secretary General of the Fascist Party. It has the approval of Signor Mussolini. A circular letter has been addressed to all the Secretaries of local Fascist Part-"From this day forward," the letter is reported to say, "all the leading printing houses and publishers shall be invited to present for examination, before any license to print is accorded to them, a specimen copy. . . . Particular attention ought to be given to books having a soi-distant literary character, which often defame and ridicule the Fascist Movement." The letter concludes with the suggestion that "doubtful cases should be communicated, for a final decision, to the Press Office of the Fascist Party in Rome."

#### Booksellers Conference

THE annual Conference of the Association of Booksellers of Great Britain and Ireland is to be held at the seashore this year from June 7th-10th. The place of meeting is the historic town of Hastings.

#### N. A. B. P.

CONSIDERABLE prominence is being given in trade, and other papers, to the election of Joseph Wharton Lippincott as President of the National Association of Book Publishers.

#### Book of the Month Club

LONG discussions are taking place here in the trade about the possibility of establishing a Book of the Month Club. One of the most interesting contributions to the discussion is a most carefully considered letter from Harold Raymond, printed in the Publisher and Bookseller. He recognizes one important fact, in the success of a Book-of-the-Month Club in America, that the people "respond more readily to mail order enticements." The mail order system is not very extensive or appreciated in England largely because the distances are so small, compared with those in the U. S. A. Most of us agree with this sound point of view of Mr. Raymond's.

#### New Publishers

THERE are two new publishing concerns. One is the Blackamore Press and the other the Scholartis Press. The head of the latter is Eric Partridge, who is an extremely interesting personality. We judge from what he tells us, that he is publishing books of a general character, although he will issue a number of limited editions. The Blackamore Press is concerning itself with limited editions.

#### Sir John Murray's Will

THE will of the late Sir John Murray has been proved at £141,924. He stated in his will that he had always regarded his collection of books, pictures and manuscripts, etc., as heirlooms, and had always done his utmost to show them to those who desired to see them. hundreds of persons of various nationalities have availed themselves of this opportunity," he said. "I direct my executors to use every means in their power to get the collection exempted from death duties, and I desire my son to cherish and treat the collection as I have done, and to afford to those who desire to see it the facilities that I have afforded.'

#### A French Publisher's Bet

IT is reported that Bernard Grasset, the French publisher, has just won a bet from André Maurois. When M. Maurois' new novel, "Climats," was published, Grasset made a bet with the author that the sales of the book would exceed 80,000 copies before a certain date. The sale of "Climats" has already passed this. M. Grasset has won his bet.

#### Best Sellers

#### FICTION

"YOUNG WOODLEY." John Van

"Brown on Resolution." C. S. Forester.

"In Chains." Joseph Delmont.
"The Village Doctor." Sheila Kaye Smith.

"The King Who Was King." H. G. Wells. "Penelope's Man." John Erskine.

#### GENERAL

"The Guillotine and Its Servants." G. Lenotre.

"Charlotte Corday." Marie Cher.

"How We Lived Then: 1914-1918." Mrs. C. S. Peel.

"Richard Burdon Haldane: An Autobiog-

"Letters of the Tsar to the Tsaritsa."
"The World Crisis." Butterworth.

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# THE Publishers' Weekly The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

B. Rowers F. C. March

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy
62 West 45th St., New York City

April 6, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

# Germany Celebrates the Day of the Book

ARCH 22nd was in Germany nominated as The Day of the Book, and the booksellers' organization and other related groups took that occasion to preach the gospel of the book through many and various channels. The date was selected as being the anniversary of the death of Goethe, just as Spain last fall on October 7th had a Day of the Book in commemoration of Cervantes. The general theme of the day's publicity was the subject, "To find the relationship between man and the book." Many of the activities are similar to those in America in celebrating Book Week. Speakers were provided for the schools; there were articles in the periodicals and papers; literary societies held special meetings, as well as academies and societies of scholars; there were special theatrical performances which brought forward short, symbolical plays; book films were developed for the purpose; and in the churches there were sermons. In many cities there were book exhibits of the product of the past and present. Even the athletic clubs found a way to link their interests with the book and held exhibits which endeavored to show the harmony between the sound mind and the healthy body.

## Authors as Advertisers

HE great London department store Harrods has gained for itself, and for department stores in general, excellent publicity by printing in full pages in the New York Times letters which it has received from three of England's most distinguished writers. Bernard Shaw, H. G. Wells and Arnold Bennett had been asked whether they would consent to study the department store and write about it, that is, to become copywriters for department store advertising in any form the writers chose. All three refused the offer, but wrote such interesting letters that they fully answered the purpose of publicity.

"Why should not the author," said H. G. Wells, "do what all artists, architects, technicians, etc., do and place his skill at your disposal? The answer is, that, rightly or wrongly, the writer takes himself more seriously than that. In his heart he classes himself not with the artists but with the teachers and the priests and prophets."

"As a writer," said Arnold Bennett, "I have always been keenly interested in the very impressive phenomenon of the big departmental store, either as a picturesque spectacle or as a living organism, or as a sociological portent. I am all in favor of the departmental store. I agree with you that you ought to be able to enlist the help of whatever writers seem to you to be adequately equipped for the task you would set. Public opinion in Britain is not yet ripe to approve the employment of responsible imaginative writers in any scheme of publicity for a commercial concern, though personally I differ from the public in this matter."

Bernard Shaw, in one of his most diverting moods, said, "To propose such a transaction to Mr. H. G. Wells is like offering the Archbishop of Canterbury a handsome cheque for dropping a recommendation of somebodys' soap or shoes into his next sermon. Its acceptance would be the last depravity of corruption in literature. By all means let commercial houses engage skilled but nameless scribes to write their advertisements as such, but a writer who has been consecrated by Fame to the service of the public and has thus become prophet as well as author must take wages in no other service."

#### Brander Matthews

DRANDER MATTHEWS, loved of all who knew him, was in his youth, nearly half a century ago, one of the group who gave to American authors a new sense of authorship. He was one of the eight, the others being Charles De Kay, Richard Watson Gilder, Edward Eggleston, Noah Brooks, Edmund Clarence Stedman and Laurence Hutton, who gathered at Gilder's famous stable studio in Fifteenth Street and formed the Authors' Club, and at his own house the American Copyright League was organized the next year. Throughout the drives toward international copyright, then so vigorously pressed, he was especially active in producing literature in the good cause and in every way did much to bring about the first advance toward reciprocal relations with foreign authors in the law of 1891 and the copyright code of 1909. For a generation he has held a professorship of English at Columbia University, preaching the gospel of good English writing which he had himself practiced. A long and useful life was his, happy until toward its close a paralytic stroke and the loss of his wife and daughter clouded his sky. American authorship may well lay a wreath of laurel on his grave.

## Living With Books

TAY LAMBERTON BECKER, active friend of bookselling, has rendered another service in giving her talent to the preparation of a pamphlet on "Living With Books, How to Select Them and How to Take Care of Them,' which has been financed and printed by the National Association of Book Publishers and which will now receive wide general distribution through the newspaper columns handled by Frederick J. Haskin of Washington, Mr. Haskin has, for many years, supported an information bureau for the readers of a large list of American daily papers, and through this bureau a large number of educational and patriotic publications have been distributed at postage and handling cost. This pamphlet will now be offered through these newspapers, and Mr. Haskin's estimate is that 30,000 copies will be asked for in a very short time.

## The Value of Mailing Lists

TF Samuel W. Craig, founder of the Literary Guild and the Book League of America but now connected with neither, endeavored to help along the latter by taking the list of addresses from the former, he is certainly guilty of misappropriating a property of real value, for a list of potential subscribers to books has a very real trading importance, as everyone in the publishing and retail book business realizes. Every publisher values his mailing lists highly; every retailer and mail-order house does, too. A mailing list, built up by extensive direct campaigns, becomes an asset when any other campaign is launched, and such lists are interchanged and bought and sold and furnish the basis of many sales efforts. One reason that the retail bookseller expressed two years ago their reluctance to arrange for selling the subscriptions of a book club was that they feared that their best mail-order customers would become the general trading property of other direct mail sellers and they would lose the value of these names, which were a business asset. One other thing is well known to the trade, and that is that any address which is used too often becomes of less and less value, not merely because the orders are subdivided among more houses but also because the person who receives a number of proposals in the mail becomes weary of them. The bookseller who has experimented with this type of selling realizes that he may send his best customer one offer a month or one offer in two weeks, but no more than that. By using classified lists, the bookseller cuts down the number of each circular sent, increases the percentage of return, and saves the customer's mail from being overcrowded.

## The Public and the Circulating Libraries in the Future

JOHN COTTON DANA, in the magazine of the Newark Public Library, ventured a prophecy that book lending, particularly of popular fiction, will gradually be turned over by the public library to the circulating library. He believes that what the public wants from the library is really educational opportunity and guidance.

## Massachusetts Censorship Bill Lost

BY a vote of 15 to 13, the Massachusetts Senate on April 1st killed a bill which would have changed the obscene literature law so that the entire context of a book would be considered in determining whether it was fit for publication and circulation. Under the present law a book or other publication may be condemned for a single passage which is considered improper and injurious to public morality.

### Bill to Revise Penal Code Fails

THE bill to revise the Penal Code in connection with book censorship, which was printed in the *Publishers' Weekly* of March 16th, was introduced last week into the legislative assembly at Albany by Langdon Post, but was not passed. Morris L. Ernst, author of "To the Pure. . ." who drafted the bill, ascribes its failure to pass to its late entrance.

#### Readers' Aid Revised

THOSE who remember the days of the high popularity of Warner's Library of World's Best Literature will also remember its excellent supplemental volume that gave a digest of all the books that had been discussed in the set. This digest was arranged alphabetically by title and gives its user a chance to familiarize himself quickly with the subject or plot of the famous books of all countries. was a much used reference book in libraries and bookstores, and is said to be particularly sought for by university students seeking an English degree so they could use it to give themselves a brief talking knowledge of a thousand books, any of which they might be called on to describe in questions on general culture. The original volume becomes a standard book on Macmillan's list, and the revised edition adds 500 pages, bringing it down to our The supplement, like the immediate day. main volume, is indexed by author, so that one discovers that from two to six volumes of all the successful recent writers are described in detail. Here is a summary of three books by Ludwig, four novels by Bromfield, four books by Thomas Mann, nine plays by O'Neill, etc., etc.

## The Public Domain for Books Out of Copyright

IN the copyright discussion at Rome and other European centers last year considerable attention was given to the suggestion that books which go beyond the usual period of copyright should pass into le domaine public payant, that is, into a status where the rights should be controlled by the state and the privilege to print the books should be paid for on the same moderate basis. It was then proposed that these funds could be used to further the cause of creative authorship. An important work has now been written on this subject by a French jurist, Jean Vilbois. It is entitled "Du Domaine Public Payant En Matière De Droit D'Auteur" and published by La Librairie Du Recueil Sirey, 22, rue Soufflot, Paris.

## New Price of Reading With a Purpose Courses

BEGINNING April first, quantity prices for the Reading with a Purpose courses will apply to assorted lots. This will mean that in the future, 10, 25, 50, or 100 courses may be purchased in any assortment of titles at the price applicable to that particular quantity. This new arrangement will place the courses within the reach of libraries which heretofore could not take advantage of quantity prices. It will enable more libraries to have them for resale and will also mean a considerable saving to individuals who wish to purchase for personal use.

## The Garland Fund for Public Service Closes Books

THE American Fund for Public Service, established by Charles Garland because he did not wish to use himself his large inheritance, has now closed its books with the funds completely used for the purposes he directed. Among the gifts was \$168,000 for book and pamphlet publication, a large part of which was devoted to building up the Vanguard Press series, which has now been transferred into the channels of unsubsidized publishing, and \$220,000 was used on periodical publishing.

# New Encyclopaedia Britannica

N March 21st the offices of the Encyclopaedia Britannica on Madison Avenue, New York, were sending off to Donnelley's great printing plant in Chicago the final page make-up of the new fourteenth edition, thus marking another stage in the progress of a vast undertaking. It is only once in a very great while that an encyclopaedia is conceived as an entirely new undertaking to be built from the bottom up, which makes the completion of this project so significant in the history of publishing enterprises.

William J. Cox, president of the company, took over the development of the Britannica's program a few years ago, succeeding to his brother-in-law, Horace Hooper. He prepared for the market the 3-volume supplement to the previous issue which was published in 1926, and outlined with his associates the details for a com-

plete revision.

As the market for the Britannica is international, even world-wide, two editorial boards were set up, that in London under I. L. Garvin, and in New York under Franklin H. Hooper. It was to be the first complete revision since the Cambridge edition nineteen years before, entirely revised, rewritten, with a new set of illustratwenty-four volumes Scholars of both countries were called upon for help. Each article as it was perfected was studied in both countries, in order to be complete and to include the latest discoveries. The editors were constantly interrelating the articles in order to have a common character to their presentation and to avoid duplication. Already \$2,000,000 have been invested in the preparation of the text, several hundred thousand dollars in illustrations, and a vast amount in bibliographical work which will accompany each important article.

To visit the editorial rooms, which have spread from one floor to another in the Madison Avenue building, is to get some idea of the enormous task that is involved in revising such a work and in keeping up thousands of contacts throughout the world in order to bring in the latest material on

geography, science, biography, etc. There are 2,500 contributors, and these contacts alone may give some indication of the task. Mr. Cox was interviewed by the Publishers' Weekly on the day of the closing of copy from the contributors, and showed final page proofs of some of the early volumes as they have been coming from The illustrations will cer-Donnelley's. tainly be a marked feature, all of the line drawings seeming to be beautifully planned as well as the half-tones and gorgeous pages in full coloring. Altogether there are about 12,000 pictures adorning the book. There are 1200 full page plates, and the number in color is considerable. There are several hundred maps in the new edition, including 200 in full colorand these will be bound in a separate volume instead of being thru the text.

Mr. Cox is an American whose father was one of the contractors when the Union Pacific railroad was being put through to the coast. He has worked his way through school and into business, and has a very high conception of the standards by which the work he now controls should be revised. Franklin Hooper, the American editor, is a brother of Horace Hooper, who formerly controlled the work and who, with Walter Jackson, went to Europe thirty years ago and bought the old Ninth Edition from A. and C. Black. He has borne the brunt of the American revision, and there have passed through his fingers the enormous, perplexing details of a balanced and complete text. At the same time, the London office, continuing with its prestige of previous editions, has been in charge of J. L. Garvin, editor of the London Observer—a splendid editor.

Mr. Hooper relates that Michael Faraday, perhaps the greatest of electrical discoverers, as a young man was a bookbinder and proofreader. It was from reading the Fifth Edition of the Encyclopaedia Britannica while it was in preparation that the young man got his first inspiration to scientific study. That was more than a hundred years ago, but the editors feel that

in those hundred years there has been lost none of the desire to make an encyclopaedia which shall be a source of inspiration.

Another characteristic of the fourteenth edition, and probably, the keynote, is the demand the editors have made of contributors that they "shall write every article so that it can be understood by any one of average intelligence." With this idea in mind, and applied in the essays and articles of the 2500 world-known contributors, the editors have done much to afford "a panorama of human achievement."

## Librarians Meet at Rome in July

HE first international Library and Bibliographical Congress will be held in Rome and Venice, June 15-30, Dr. Isak Collijn, Royal Library, Stockholm, Sweden, presiding. International schemes of classification, international cataloging rules, scholarships and fellowships, exchange of librarians, library relations and bibliography are among the subjects to be discussed.

The opening session will be held in Rome, June 15; from June 17 to 19 there will be sessions of the various sections; June 25 and 26 will be devoted to general assemblies, the making of resolutions and closing sessions, in Venice; on June 20-24 and 27-30, there will be no sessions.

Special excursions will be arranged to give the delegates an opportunity to visit points of interest and the various exhibitions which are being planned especially for them. In Rome there will be an international exhibition of library work. In addition there will be local exhibitions of the history of ancient and modern Rome, of the Italian book from Bodoni to the present time, and other special exhibitions in the great libraries of the city. Florence will offer an exhibition of the Italian book from the invention of printing to the time of Bodoni, and, in the Biblioteca Medicea Laurenziana, an exhibition of miniatures. In Venice there will be an exhibition of book binding in the Biblioteca Nazionale. Marciana. Special exhibitions will also be organized in other Italian cities.

To facilitate action, the Congress will be divided into twelve sections. Each section will have its own president and will discuss a different subject. Two Americans have been appointed as presidents of two of the sections—William Warner Bishop, librarian, University of Michigan Library, of the International Scholarships and Fellowships Section, and Theodore W. Koch, librarian, Northwestern University, of the Book-trade and Book Collecting Section.

Not only official delegates will be welcomed, but also librarians and library workers, bibliographers, publishers, booksellers and book collectors in the United States and Canada. The committees have been assured of the hearty cooperation of the Italian Government.

### American Books in Spain

A RECENT evidence of the generosity of American publishers was their response to a request from the American Library Association for a contribution of books for the Ibero-American Exposition at Seville, opening in May.

The American building is a permanent one and will house the American Consulate after the Exposition has closed. In this building will be found, at least for the period of the Exposition, a fine collection of about nine hundred American books, most of them presented by the publishers and selected at A. L. A. headquarters.

One hundred and two publishers were represented in the collections shipped from New York in January—only five of those invited found themselves unable to join in the undertaking. The books were selected with the idea of offering a glimpse of American life and institutions, with some emphasis placed on subjects of particular interest to Spain. Burton E. Stevenson, director of the American Library in Paris, is supplementing the collection from his own shelves, and the books will remain as the nucleus for a permanent American library in Spain which may some day attain the size and significance of that at Paris.

The library will be adapted to the use of American residents, to furnish texts and reference books and guides to the study of American history and as an exposition of American institutions and American economic and political matters, by which a Spaniard can get in touch with American affairs. Whether it will be in Seville or in another Spanish city has not yet been

decided.

The book exhibit is the result of negotiations by John T. Vance and Dr. E. C. Richardson, of the Library of Congress, the former, chairman of the American Library Association Committee on Cooperation with the Hispanic Peoples; and the latter, a member of the Committee on International Relations.

After the first World's Library and Bibliographical Congress, to be held in Rome and Venice, June 15-30, Mr. Vance and C. H. Milam, secretary of the American Library Association, expect to go to Spain to arrange for the permanent disposition of the library and to see that it is placed to the library's advantage.

# The Toy Show at Hudson & Co. in Detroit

Conferences and Exhibits on the Play Interests of Children Are Presented for Parents

HE Toy Show, which was held in the auditorium of J. L. Hudson & Co. of Detroit March 18th to 23rd, was so much more than a toy show and offered such a new appeal to public interest that it undoubtedly will be studied and copied in other communities. It was an attempt to bring before parents by exhibits and platform discussions the part that indoor and outdoor play fills in life of children from the cradle through adolescence. The Show came about because an active member of the American Association of University Women, Mrs. Murza M. Lauder, suggested to Hudson's that it was hard for parents to find just the play material they wanted for their children or to find the kind that was being recommended by the best teachers. J. L. Hudson & Co., with a good department store's quick sense of the public service appropriate to a business house, asked Mrs. Lauder and the Detroit University Women to give their ideas full sway, and the store would promise to spare no pains to make the effort worth while.

First, an Advisory Committee was organized with Mrs. Lauder as chairman, and over thirty on the list; heads of schools, public and private, outstanding leaders in child study, two librarians, representatives of art and music clubs, scout leaders, &c. Patronesses were invited to add further

confidence in the public character of the movement.

Exhibit booths were set up; two nursery rooms, two for toddlers, 2 to 6 years; three for children 6 to 12, one of these a school room to show its play material, the other play material in the home; two exhibits for the 'teen age, one for girls and one for boys; four consultation booths. Books, of course, were shown with the other materials, books selected from the big Hudson book department.

Each day had its auditorium program at three o'clock, preceded by a luncheon discussion, a Pre-School Day, Elementary School Day, Adolescence ('teen age) Day, Literature and Fine Arts Day, Playground and Recreation Day, and Music Day. On Literature Day, Elizabeth Knapp, chief of the Children's Department of the Detroit

Public Libraries, presided.

The plan of encouraging discussion of play activities in the Spring would seem to be an interesting idea for any department and a sound movement for any department store to support. There are in such a program numerous ways in which books can be emphasized by the bookshop and the library, books on indoor games for littlest ones and on outdoor games for all, books, too, on the modern ideas of play for parents and teachers and group leaders, books on all outdoor activity.

# The Ideas of the Retail Salesman on Selling

Public to Buy Books" Charles Young, president of the Associated Booksellers of Great Britain, and J. G. Wilson, offered several prizes, and the best articles have been printed in the Publisher and Bookseller. The contest was open to bookshop assistants. Most of the ideas on inducing the public to buy books were of a practical nature, and were written up from the angle of the retail dealer and his shop.

The winner of the first prize suggests that book gossip is valuable in stimulating interest, curiosity, and trips to the bookstore.

In a large shop it is profitable to encourage clerks to read all they can on subjects in which they are interested, to engage in mental division of labor, so to speak, so that if a bookseller cannot talk clearly about the books the individual customer may like, he may hand him over to the assistant who reads that type of book.

Publicity stunts suggested are: Phonograph records by authors, to be used in connection with the displays of their books; a lottery, the numbers to be attached to copies of a popular new book, and the drawing for a prize to be under the auspices of the bookseller.

More tie-up is needed between window displays in the shop and the publishers' and other advertising and book reviews in the newspapers.

Clerks should encourage browsing instead of attempting immediately to force books upon a customer.

Display advertising in public vehicles, especially in provincial towns, is a neglected medium.

A fancy dress ball might be promoted by booksellers, the costumes to represent new books, and tickets to be sold in bookstores.

The winner of the second prize says that booksellers are "so obsessed with good literature which they think the public should read that they overlook the books it would gladly read if brought to its notice." There is a book for every profession, trade, sport, and pleasure, and for each of these books there is a reader. It is the bookseller's job

to bring the two together. Cook books for cooks, road maps and guides for motorists—these classes of books should have more of the bookseller's thoughts and energies than they do. If a bookstore has only one display window, more books of utility than books of fiction should probably be displayed. And price tickets should be used freely.

A large electric light bill should be no concern to the bookseller, and he should have a vacuum cleaner. An attractive, light, clean store is essential.

A fetish should not be made of departmentizing or classification of stock. If the system is too religiously adhered to, many books will never get a chance to sell. Books on the top shelf are likely to be old stock as soon as they are put there.

Clearance sales of soiled and dead books are necessary and profitable, in that they can make new customers and give more room for the display of good, fresh stock.

The writer concludes his suggestions by again emphasizing that the bookseller tends to overlook many unliterary, but very profitable, books. He should try to sell town councillors books on city councils and government; to business men, business books; and to golfers, books on golf.

The third prize essay divides the public into two parts: those people already inside the shop, and those in the street. Customers already in the shop should be induced to buy more books than they came for, and for the bookseller to bring this about, he must know his books and learn to recognize types of customers. The importance of the routine background: a clean shop, well-kept stock, careful packing, etc., is emphasized.

In doing mail order business, promptness, accuracy and a willingness to take trouble should constitute at all times a background.

In presenting his wares to the public in the street by means of store windows, the bookseller must display significant, beautiful and topical books for the book lover; but to attract the attention of the man who does not buy books, the window must "set up a clamor," must shout at him. This means filling the window full of one book, of one series, by using in the proper places, "stunt windows" and windows that intrigue

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the curiosity by some variety of a puzzler. A typed page of relevant and topical book news framed and centered in the window is effective.

"In a sense, people need to be taught to have less, far less respect for books," says the writer. They should be taught not to venerate their grandfather's books vaguely as "books," but definitely as individual books. The public should be instructed to give or throw away the books they never open, so they will have space for a living collection of books in which they are interested. They should be taught that books are to be read, to be admired, and to be used as tools.

All bookish talk in the daily press aids the public to become conscious of books, and their uses, but most of the necessary propaganda in this line is beyond the resources of the individual bookseller. Nevertheless it is satisfying to know the gratitude of "anyone who does not know about books for a little help."

The bookseller must not let the public, either in or out of his shop, believe that books are for "clever" people only; his new prospect is the girl who comes in to buy a shorthand book and admires the girl who knows a little Latin.

Gold Star List of American

Stories

THE Syracuse Public Library has for some years been doing a piece of list making that is useful both to the trade and to libraries. This is the "Gold Star List of American Stories," the revised edition of which published this month includes 500 titles.

The list has been so very carefully winnowed in one edition after another that it is a most helpful guide to the whole span of American fiction, and the notes are brief and accurate. In its catalog form it is supplied with a subject index, so that the bookseller can see what there is available in the field of stories of business, stories of pioneer life, of mystery and crime, of adventure, etc., and also can judge them by location, a type of inquiry often followed up by customers. The catalog is published at 25 cents, and can be bought from the Syracuse Library, direct, 50 copies \$10.

## A New Guide to Children's Books

A NEW guide to current output of children's books is now to be provided by the children's department of the Carnegie Library of Pittsburgh under the direction of Elva S. Smith, well known as author and editor and active worker in all the library programs for the betterment of children's books. The first number of this pamphlet, entitled "The Enchanted Door," is one of 12 pages, dated March, 1929, giving descriptions of about 100 volumes. The publisher's name is given, but not the price.

From the American Library Association comes a revised second edition of "Children's Books for General Reading" as selected by Effie L. Power of the Cleveland Public Library, a small 16-page leaflet of 300 titles. The leaflets sell for 10 c. each.

## Authors' Nights

NEW YORK authors or those visiting New York are making the acquaintance of a movie audience in Brooklyn through the activity of Mr. Freeman of the St. George Playhouse. playhouse is inviting, through the courtesy of publishers, different authors to the platform on Sunday night. During the week the visiting author's picture is played up in all the theatre's billboards and screen advertising, and on Sunday evening the authors appear in person, and they are introduced and their books spoken of. Captain Bob Bartlett, the explorer and author of "The Log of Bob Bartlett," published by Putnam, appeared recently one night simultaneously with the display of "Simba," a film of exploration, and on another night Robert L. Ripley appeared, and, according to the bookseller nearby, it gave another stimulus to his already popular "Believe It or Not" which has been published by Simon & Schuster.

Bookmaking Department
In This Issue
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## In the Bookmarket

HIS week Mr. John Drinkwater arrived in this country for the opening during the week of his play, "Bird in Hand," at the Bijou Theater. The play, which has had an eleven months' run in London, has been published in book form by Houghton Mifflin in this country. Later on, the same publishers will issue Mr. Drinkwater's anthology of "Twentieth Century Poetry," on which he is collaborating with Henry Seidel Canby. & & Dr. Canby has just had a book of his own from the house of Harcourt, Brace. It is a book on books and the human nature behind them and is titled, "American Estimates." & &

Another recent arrival in this country is Elizabeth, the Countess Russell, who is here visiting her daughter. Elizabeth has written many highly praised and successful books since the publication of her very popular "Elizabeth and Her German Garden" over a decade ago. Her most recent is "Expiation" which Doubleday, Doran

has published. & & &

The London house of Longmans, Green recently received an order from the Kitchen Department, Craigwell House, Bognor, for a copy of V. and R. H. A. Plimmer's "Food, Health, Vitamins." Craigwell House is where King George of England is convalescing and the publishers have every reason to believe that their book is, in some way, contributing to his Majesty's recovery. A Vincent Starrett has two books on the publishers' spring lists which are not apt to be found in the same departments in bookstores. The Crime Club published his "Murder on 'B' Deck" and its jury made it their March selection. Covici Friede are publishing his "Penny-Wise and Book Foolish," an excellent title for a book about collecting. In it Mr. Starrett has set himself the task of answering the too-often asked question, "Why on earth do you collect first editions?" In addition to the regular edition there is to be a limited edition of 275 copies, specially designed and signed by the author. & Another book on this firm's spring list is Rachilde's "Monsieur Venus" which is being especially designed by Robert Josephy. Madeleine Boyd, who has translated Bunin, Martin Du Gard, Machard and the Tharauds, is finishing up her translation of the book. It will contain a preface by Maurice Barrès and illustrations by Majeska.

The Reference History Edition of Websters' New International Dictionary is now exclusively distributed in the Pacific Coast and Rocky Mountain States by Houghton Mifflin. This edition contains, in addition to material in the Trade Edition, a Reference History of the World, edited by Albert Bushnell Hart of Harvard, in collaboration with other noted historians. Inquiries should be addressed to Houghton Mifflin at 612 Howard Street, San Francisco, or at 4100 Arcade Square in Seattle.

Payson & Clarke point with a great deal of pride (and a full page in their catalog) to a new young novelist whom they fully expect to see on the best seller lists. She is Jessie Douglas Fox. Her novel, "Rain Before Seven," is a study of one girl's heart and the contrasting shallowness of another's. It will be published this month. & A The Book-of-the-Month Club has selected as its April book Francis Hackett's "Henry the Eighth" and the Literary Guild has chosen "Round Up, The Collected Stories of Ring Lardner." Mr. Hackett's book is published by Liveright, Mr. Lardner's by Scribner. The Catholic Book Club has voted for Mary Grace Ashton's Shackles of the Free," published by Stokes. & & &

Elisabeth Cobb Chapman will have a new novel on April 19th called "Minstrels in Satin." Her first book, "Falling Seeds." published last year, became a best seller. Mrs. Chapman is the daughter of Irvin Cobb. Doubleday, Doran are her publishers. The Crime Club's April selection is the first novel of M. G. Eberhart of Valentine, Nebraska, "The Patient in Room 18." It was unanimously selected by the club's judges and had an advance sale of 10,000 copies. By way of departure

this scene is a hospital.



# At the Height of the Season

I might be said that there are two schools of window display. Some effective windows are arranged by showing the customer a variety of titles suggesting the rich resources of the bookshop. Ruth Brown Park, in her series of articles on London bookselling methods, which have been running in the Publishers' Weekly has commented more than once on how often and how well the English bookseller uses this method. Then, there is the other school which features one book at a time in the window, achieving more dramatic effects, but, of course, being able to feature comparatively few books in any one season.

No matter how firmly the bookseller may believe in this second school he has a very hard program to follow when at the height of the season, one after another, the big books begin to come along, each one demanding a great deal of attention. And then what to do? Richard Fuller, of the

Old Corner Bookstore, in Boston, has sent us the photograph of one of his recent window display, which offers his solution of this problem. The window is, of course, a compromise between the two schools, but it is a very effective one. The window is in effect divided into eight parts, a book being featured in each part. Part of the window is given to rows of books; but the rows are all so differently arranged that each title stands out, and the window is not . monotonous, as so many windows which feature rows or piles of books are. The various posters are also well combined, with the poster for "Rome Haul" providing a good focusing point. The books featured in this window are: "Rome Haul," "The Treasure House of Martin Hews," "The Bishop Murder Case," "The Strange Adventure," "Queen Cleopatra," "Sons of the Gods," "Memoirs of a Fox-Hunting Man," and "Mamba's Daughters."

## Thiel College Bookstore Manager Wins Contest

HE contest conducted by Doubleday Doran for the best letter telling which part of "Farthing Hall" was written by J. B. Priestley and which by Hugh Walpole has been won by Florence A. Beaver, the manager of the Thiel College Book Store, Greenville, Pa, story is a double romance in letter form, the letters of two men who confide to each other the progress of their love affairs. Walpole wrote one set and Priestley the other but Miss Beaver was the only entrant in the contest who guessed correctly which part was written by which. She is accordingly the recipient of the \$50 prize. Her letter reads:

"Walpole is Mark, the artist. Mark's letters have the vivacity of a "Portrait of a Man With Red Hair;" the conversation has the pliable quality of this author of varied talents. Mark's taste represents the omnipresent Walpolish taste in books and pictures-those things which mark the gentility of man. Here, too, is Walpole's adroit use of atmosphere for effect-setting, weather, and other natural allies to create mood. Mark possesses the same constant amiability which distinguishes Walpole's treatment of his characters even when they are on the brink of tragedy. Therefore, from the point of view of structure, treatment, and characterization, Walpole is Mark.

"Priestley is Robert, the author. His is a more conscious attempt at characterization, due doubtless to the frequency of his approach to the narrative form. The sentence structure is more formal and marked by the clarity of style usual to Priestley's prose. His psychological treatment shows the difference in personality between Priestley and Walpole."

## Medal Awarded to "Street Scene"

THE New York dramatic success by Elmer Rice, "Street Scene," has been selected by the eight hundred members of the Theatre Club, Inc., as the "most pleasing" American play of the current season. The award of the Theatre Club which is made annually, will be presented to Mr. Rice on April 23rd.

## \$25,000 Prize for City Novel

THE WOMAN'S HOME COM-PANION announces a prize of \$25,000 for the novel "which can best depict and interpret the life of the modern American city." In commenting on this newly announced major literary prize, Will Irwin, chairman of the judges' committee, says that no outstanding novelist has arisen to record our city life, as say, Dickens did for the London of his time. Phases of city life have been portrayed in fiction; and such novels as Poole's "The Harbor," Edith Wharton's "The House of Mirth." and Frank Norris's "The Pit," approximated for their day the sort of record the judges now seek for the modern American city.

Manuscripts may be submitted up until March 31, 1930, and the award is to be made in the same year.

The award is offered jointly by The Woman's Home Companion and the Bobbs-Merrill Company, which will publish the novel in book form. Motion picture rights, second-serial and dramatic rights, and royalties from book publication after the first \$5,000 will be reserved for Any author, regardless of the author. nationality, may compete, but all manuscripts must be submitted in English. The judges are Will Irwin, Arthur Train, Gertrude B. Lane, editor of The Woman's Home Companion, and D. L. Chambers, vice-president of the Bobbs-Merrill Company.

## Art Directors Club Lectures, 1929

FIVE lectures of interest to artists, students, teachers and advertising men will be given at the Art Center, 65 East 56th Street, New York, during the next two months. Caroline Fleisher is in charge of the sale of the tickets, which are priced at \$6.00 for the entire series. The subjects and speakers, beginning with the first lecture on April 15th, are: "Modern Industrial Design," by Joseph Sinel; "Telling the Story in Pictures," by Willy Pogany; "Creating the Advertising Appeal," by William H. Beatty; "The Fashion Trend," by Paul Thomas; "Modern Interiors," bv Richardson Wright, editor of House and Garden.

# In and Out of the Corner Office

RANKLIN SPIER, publishing and advertising counsel, last week celebrated the beginning of his sixth year as head of his own organization by removing himself and his staff to new and larger quarters in the new building at 545 Fifth Avenue, formerly the old Hotel Lorraine.

Mr. Spier is well known in the book trade. With Alfred A. Knopf, Inc., from 1918 to 1923, in charge of manufacturing and sales promotion, he was instrumental in the creation of a market for highly decorative books, and in the development of "trade-mark advertising." He has since built up an extensive and varied clientele, both in the trade and out of it, with a unique service that includes publicity and general merchandising assistance.

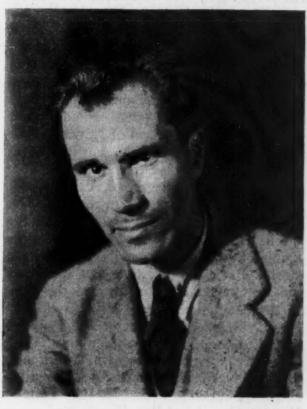
At the present time Mr. Spier and his staff are carrying on the general advertising programs of William Morrow & Co., G. Howard Watt, Doubleday Doran, and Walter V. McKee, among the publishers; Quinn & Boden Company, H. Wolff Estate, Interlaken Mills, in the manufacturing end of the trade; and the American Booksellers' Association.

John Kidd of Cincinnati passed through New York last week after a two months' buying trip to Europe. The new rare book room which he opened last year proved so great a success that he has made an even more extensive search this year for rare editions, fine bindings and association items. He spent much time outside of London. In England, Mr. Kidd said, they are busy debating the book clubs and the net price agreement.

W. K. Stewart, the three city bookseller who went abroad when Mr. Kidd sailed, has extended his time to have opportunity to attend the Leipzig Fair, which is said to be attracting immense throngs.

Clarence B. Boutell has become a partner and joint owner with his father, Roger Boutell, of the Tecolote Book Shop, Santa Barbara, California.

H. C. Morarity of the Harvard Co-op and B. W. Lucas of the Missouri Store Company, Columbia, Missouri, sailed on the Aquitania March 22 for Europe.



Martin Bruehl

Franklin Spier

At a meeting of the stockholders of the J. B. Lippincott Company, held March 26, Herbert M. Gaskill was elected a Vice-President of the company. Mr. Gaskill will continue as Director of Sales.

Burton Rascoe's new book, "A Bookman's Daybook," will interest the booktrade as a piece of literary journalism. The projects and personalities that Mr. Rascoe covers (the book goes back as far as 1922) are many and varied. The volume has been edited by C. Hartley Grattan and Horace Liveright has published it. \*

M. L. Arnall, formerly with Methodist Publishing House, Richmond, Virginia, has become the representative of A. L. Burt Company in the states of Virginia, North and South Carolina, Georgia and Florida.

The Corner Office is traveling far afield this month. Frederic Melcher, who occupies its swivel chair, has started to the Western Booksellers' Convention, going by way of Chicago, Spokane, Seattle and Portland and returning by way of Salt Lake, Denver, St. Louis and Cincinnati.

## **Obituary Notes**

#### **BRANDER MATTHEWS**

Brander Matthews, critic, educator and playwright, died on March 31st at the age of 77 at his home in New York. Influenza, which he contracted a week before, was the immediate cause of his death, though he had suffered a stroke of paralysis two years ago. Professor Matthews was born in New Orleans on February 21, 1852. His name was James Brander Matthews and he was the son of Edward Matthews, a business man, who sent him north for his education. He was graduated from Columbia with the degree of A.B. in 1871, and in 1873 was admitted to the bar. But his scholarly nature kept him at his studies and he remained in New York to take the degree of Ll.B., A.M., and Ll.D. He became a Professor of English at Columbia and from 1900 to 1924 he held the chair of dramatic literature. Professor Matthews was one of the most distinguished of the American Victorians and was admired and respected by all his friends, William Dean Howells, Rudyard Kipling, Harry Thurston Peck, H. C. Bunner, Hamlin Garland, Mark Twain and many others. He was one of the founders of the Authors Club and of the Players Club and one of the organizers of the American Copyright League. His writings include many plays, some of them written in collaboration with others, one novel, "His Father's Son," three volumes of sketches of New York life and a number of volumes of studies of the drama and essays on literary subjects. These include: "French Dramatists of the Nineteenth Century," "Americanisms and Briticisms," "Introduction to the Study of American Literature," "The Historical Novel," "Development of the Drama," "Shakespeare as a Playwright," "A Book About the Theatre," "Principals of Playmaking," "Essays on English," and Professor Matthews' autobiography, "These Many Years." He was decorated by the French Government with the Legion of Honor in 1907 and was raised to the rank of an officer in that order in 1922. Honorary degrees were conferred upon him by four universities. He was especially kind to his students and to young writers, encouraging them in their work and directing their efforts.

#### KATHERINE LEE BATES

KATHERINE LEE BATES, who became prominent many years ago as the author of "America the Beautiful," died at Wellesley, Massachusetts, on March 28th. Miss Bates was seventy years old at the time of her death, having been born in 1859 at Falmouth.

She was educated at Wellesley and at Oxford, and began teaching at Wellesley in 1895. In 1901 she became head of the English Literature department there, and had continued in that position, although not actually teaching all the time, until 1920, when ill health, which continued until her death, forced her to abandon much of her work.

Miss Bates was a member of educational societies, both of this country and abroad, and was a prolific writer. Among her works are "American Literature," "Spanish Highways and Byways," and other poems, "English Religious Drama," the hymn "America the Beautiful," and numerous books for children, such as "Fairy Gold" and "The Fair Maid of the West." With Cornelia Frances Bates she translated Bequer's "Romantic Legends of Spain."

#### BISHOP BRENT

THE RIGHT REVEREND CHARLES HENRY BRENT, Bishop of Western New York, died on March 27th in Lausanne, Switzerland, at the age of sixty-seven. Bishop Brent had for some years suffered from heart disease, but this did not prevent his leading an active life.

Bishop Brent, a Canadian by birth, was for some years head of the Episcopal Church in the Philippines, became interested in the international traffic in drugs, and did much work toward lessening that trade. He was chief of the chaplain service of the American army in France during the World War, and was widely known for his tolerance in religious matters, and his interest in international affairs. He was a frequent contributor to newspapers and magazines, and the author of many books on religious and spiritual subjects. Among these were: "With God in the World," "With God In Prayer," "Liberty and Other Sermons, "The Sixth Sense," "Presence," "Prisoners of Hope" and "A Master Builder."

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#### **Business Notes**

BANGOR, MAINE.—E. C. Nichols and Company is in bankruptcy.

Brooklyn, N. Y.—David Adelman and Marty Litwin have opened the President Circulating Library, at 317 Utica Avenue.

CAMARGO, OKLA.—C. Gerlach is manager of the Camargo Mercantile Company's new book department.

JACKSON HEIGHTS, N. Y.—G. F. Hawkins is manager of Dutton's, Inc., branch bookstore at 37-12 Eighty-second Street. A general stock and circulating library is on hand.

NEWARK, N. J.—The Alwyn Gift Shop, 21 Lincoln Park at Halsey Street, is out of business.

NEW YORK CITY.—Irving Halpern and George Rosenbaum have opened The Corner Book Shop at 120 Fourth Avenue.

NEW YORK CITY.—The Handy Circulating Library was opened in February in room 239, 55 West 42nd Street.

NORFOLK, VA.—The Art Craft Shoppe, Inc., at 119 West Freemason Street, has a circulating library. S. A. Flickinger is the owner.

OKLAHOMA CITY, OKLA.—Lorna Jane Brooks' Silhouette Lending Library has moved from 400 West 13th Street to 1116 Classen Street, Plaza Court,

PHOENIX, ARIZONA. — The Arizona Book, Stamp and Coin Company has been opened at 209 Central Street. New and used books are carried. Roy Adair is the manager.

RICHMOND, VA.—Gordon Lewis, who has been in the book business at Charlottes-ville, has now opened The Gordon Lewis Bookshop in Richmond. The address of this new general bookstore is 216 North Second Street.

SUNBURY, PA.—The Central Stationery Shop, 6 N. 3rd Street, was opened on February 5th by Kathryn L. Berninger.

VAN WERT, OHIO.—The Book Shop, managed by Mary Chryst, is out of business.

WHITE PLAINS, N. Y.—Mr. and Mrs. N. L. Boyle have opened Boyle's Bookshop, West Post Road and Lynton Place. Fiction and children's books are for sale, and a circulating library is carried.

#### Book Club Selections

BOOK-OF-THE-MONTH CLUB

March—"The Cradle of the Deep"
by Joan Lowell. Simon &
Schuster.

April—"Henry The Eighth" by

April—"Henry The Eighth" by Francis Hackett. Liveright.

THE LITERARY GUILD

March—"Herman Melville" by
Lewis Mumford. Harcourt, Brace.

April—"Round Up" The Stories of
Ring Lardner. Scribner.

"Good Morning America" by Carl Sandburg. Harcourt, Brace. "The Buck in the Snow" by Edna

FREETHOUGHT BOOK CLUB

March—"The Humanitarian Calendar" by Dr. William J. Robinson. Freethought Press.

April—"The Story of Superstition" by Phillip F. Waterman. Knopf.

St. Vincent Millay. Harper.

BOOK LEAGUE OF AMERICA

February and March—"Prima
Donna" by Pitts Sanborn. Longmans, Green.

CAHTOLIC BOOK CLUB, INC. (NEW YORK)

March—"The Plays of G. Martinez Sierra," in two volumes. Dutton. April—"Shackles of the Free" by Mary Grace Ashton. Stokes.

THE RELIGIOUS BOOK CLUB
February—"John Wesley" by Arnold
Lunn. Dial Press.
March—"Our Economic Morality"
by Harry F. Ward. Macmillan.

DETECTIVE STORY CLUB

March—"The Seven Dials Mystery"
by Agatha Christie. Dodd, Mead.

April—"The Strange Disappearance
of Mary Young" by Milton
Propper. Harper.

## Changes in Price

DUFFIELD & CO.
Lear's "Complete Nonsense Book," from \$3.50 to \$4.00.
Gerson's "Happy Heart Family," from \$2.00 to \$2.50. Gerson's

D. APPLETON & CO.
"Reconstruction of the Spiritual Ideal," by Felix Adler, from \$1.50 to \$2.00.

WILLIAM MORROW & CO. "The Making of a Merchant," by Jessie B. Sprague, from \$1.75 to \$2.00.

THE STRATFORD COMPANY, BOSTON, MASS. "King Henry the Rake," by Clement Wood, from \$3.50 to \$3.00.

"Murder," by Evelyn Johnson and Gretta Palmer, from \$1.90 to \$2.00.

FREDERICK A. STOKES COMPANY Syrett. "Rachel and the Seven Wonders." creased to \$2.00. In-

#### Communications

THE READER'S GUIDES

Editor, Publishers' Weekly;

I was interested to see in your issue of February 2nd a note about The Reader's Guides by your London correspondent. There is one point, however, which I should like to make clear: i. e., that each issue of the Guides consists of twelve lists containing details of new and forthcoming books

on all subjects.

No.

Your correspondent is quite accurate in announcing that two issues had already appeared at the time of going to press (the third issue has since been published), but his statement that the "new ones are to be devoted to Sociology, Natural Science, Religion and Fine Arts" is misleading. The scheme began in September with the publication of twelve lists of books just published or about to appear:

No.

1 General Works 8 Sports, Games and Pastimes 2 Philosophy 3 Religion 9 Literature 4 Sociology 10 History 5 Natural Science 11 Fiction 6 Useful Arts 12 Children's 7 Fine Arts Books

The Guides are to be issued in February, May, September and November of each year, and any reader, by simply filling in a registration card, can make sure of receiving, free of charge, four times a year, up to date information about books on all subjects which particularly interest him.

> Yours truly. GWENNETH. E. HUMPHREY, Secretary.

#### BEHIND LITTLE, BROWN'S BROWN STONE FRONT

34 Beacon Street, Boston, March 11, 1929.

Editor, Publishers' Weekly:

We were very much pleased to see the reference to our building in the article entitled "The Brown Stone Front" on page 778 of your issue for February 23rd.

However, I would like to correct a misstatement therein. The writer refers to our "stock and shipping annex in the rear." As a matter of fact, a five-story brick annex was built behind the old former residence building fronting on Beacon Street a few years after we moved to this site in 1909. This annex was built for stock and shipping purposes, as you state. Gradually, however, the expansion of the various departments forced us to take over space in this annex until all of the room was absorbed several years ago, so that now the bulk of our stock and shipping activities is housed in our Cambridge Warehouse.

The Joy Street annex is now occupied as follows:

First floor, an extension of the Law Book Department, also our local Shipping Room; second floor, Employees' Rest Room; third floor, Wholesale Sample Room; fourth floor, Advertising Department; fifth floor, extensions of the Educational and Advertising Departments.

One more correction:

In the article on books about Africa, I believe in the same issue, it was stated that Hans Coudenhove's "My African Neighbors" was published by Houghton Mifflin. This was an Atlantic Monthly Press book published by us.

> LITTLE, BROWN & COMPANY. F. M. CLOUTER.

### **Business Note**

Boston, Mass.—The Galleon Book Shop, Joseph Blank, proprietor, has recently opened at 3 Irvington St.

RICHMOND, VA.—The Gordon Lewis Bookshop opened at 216 North Second Street on March 20th.

## The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type. The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtain-able only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

#### Abdullah, Achmed

They were so young. 376p. D [c. 29] N. Y., Payson & Clarke romantic tale of youthful love and adventure

Adair, Cecil

Shimmering waters. 288p. D [n.d.] Phil., The hatred built up between two friends is finally reconciled by their grandchildren.

Anderson, Jessie Macmillan

A new study of English words. 116p. diagr. D [c. '29] N. Y., Amer. B'k. 72 c.

Ashton, Mary Grace

Shackles of the free. 350p. D '29, c.'28 Y., Stokes Married to a hopeless invalid, a beautiful woman finds that love has come to her for the first time through another man. An English novel.

Atterbury, Anson Phelps

The song of the stars [sermons]. 144p. D 28 Phil., Winston \$1.50

Austin, Anne

The black pigeon. 311p. diagr. D [c. '29] N. Y., Greenberg

The nurder case of a wealthy man, notably crooked in his business as well as social dealings, has a confusing number of probable suspects.

Bacchelli, Riccardo

The devil at the long bridge; a historical novel; tr. by Orlo Williams. 362p. D'29 N. Y., Longmans An old Russian anarchist stirs up a revolution in Bologna, Italy.

Bagué y Ramírez, Jaime

Cria de animales domésticos; ed. by Oscar Porrata Doria [animal husbandry]. (bibl.) il. D [c.'28] N. Y., Heath 283p.

He is risen; a play for Easter week in six scenes with prologue. 31p. nar. S [c. '29] N. Y., Avondale Press

Ball, Elsie

The story Peter told. 155p. il., maps D [c.'29] N. Y., Holt \$1.75
A life of Jesus for boys and girls as it was heard by the young Mark from Peter's lips.

Barry, John J. How to make etchings. 64p. il., diagrs. O [c. '29] Pelham, N. Y., Bridgman \$ \$1

Holiday. 205p. D (Plays by Philip Barry) 29 c. '28, '29 N. Y., S. French

In a garden; a comedy in three acts. 133p. D (Plays of Philip Barry) '29 c. '24-'29 Y., S. French

John; a play. 173p. D (Plays by Philip Barry) '29 c. '27, '29 N. Y., S. French, \$2 Paris bound; a comedy. 193p. D (Plays by

Philip Barry) '29 c. '27, '29 N. Y., S. French

White wings; a comedy in three acts. 149p. D (Plays by Philip Barry) '29 c. '26-'29 Y., S. French

You and I; a comedy in three acts. 160p. D D (Plays by Philip Barry) '29 c. '24-'29

The youngest; a comedy. 162p. D (Plays by Philip Barry) '29 c. '22-'29 N. Y., S.

Bartlett, Robert A., and Hale, Ralph T. Last voyage of the Karluk; 2nd ed. il., maps D'28 Bost., Hale, Cushman & Flint

Alexander, Jerome
Colloid chemistry; v. 2, Biology and medicine.
1029p. (bibl.) il. O (Colloid chemistry ser.) '28 N.
Y., Chemical Catalog Co.

American Academy of Political and Social Science
Tariff problems of the United States; ed. by Harry
T. Collings. 300p. (bibls., bibl. footnotes) front. O
(The Annals, v. 141, no. 230) '29 c. '28 Phil., Author

American Child Health Ass'n.

Teamwork for child health; suggestions for the year-round program in home, school and community. How May Day can help. 93p. (bibls.) il., diagrs. O c. N. Y., Author pap. apply

Arms, Samuel Dwight

A Latin dictionary, including vocabulary drills for junior and senior high schools. 152p. S [c. '28] Syracuse, N. Y., Iroquois Pub. Co. pap. 60 c.

Benedict, A. L., M.D.

Why we are men and women, or, Factors determining sex. 270p. (bibls.) diagrs. D [c.'29] N. Y., Allen Ross & Co., 1133 B way

Benson, Edward Frederic

The life of Alcibiades; the idol of Athens. 324p. (bibl.) map O '29 N. Y., Appleton \$5

Bentham, Josephine

Outsiders; a novel. 296p. D [c. '29] N. Y., Rae D. Henkle The story of a marriage wrecked because husband wife remained mental strangers. The scene is California.

Berkeley, Bp. George

Essay, principles, dialogues, with selections from other writings; ed. by Mary Whiton Calkins. 536p. (2p. bibl.), diagrs. S (Modern student's lib.) [c. '29] N. Y., Scribner \$1

Black, Macknight

Machinery. 80p. O c. N. Y., Liveright \$2 Poetry inspired by machinery, and the products of machinery.

Bonsels, Waldemar

Die Biene Maja und ihre Abenteuer. ed. by Franz Schneider and Martha J. Boyd; il. by Kurt Wiese. 288p. D (Heath's modern lang. ser.) [c. '29] N. Y., Heath

Bootes, Henry H.

Deep-sea bubbles, or, The cruise of the Anna Lombard. 364p. O c. N. Y., Appleton

The third mate of an old clipper ship relates the exciting whaling voyage taken in it by eigh English people in search of scientific discoveries. eight

Borden, Mary [Mrs. Edward Lewis Speare; Bridget Maclagen, pseud.]

Jehovah's day. 38op. D '29 c. '28, '29 Garden City, N. Y., Doubleday, Doran \$2.50 fhis novel, set against the historical pattern of the whole world, focuses on the drama of a few contemporary human beings.

Brecht, Harold W.

Downfall. 342p. D c. N. Y., Harper \$2.50 The story of a school boy, known to his teachers as bad, who covered his distrust of the world with braggadocio. Not a juvenile.

Brown, Alfred Jerome, M.D.

Old masterpieces in surgery; being a collection of thoughts and observations engendered by a perusal of some of the works of our forbears in surgery. 28op. il. Q '28 bds. \$8, priv. pr. Omaha, Neb., Author

Buchan, John

Midwinter [new ed.]. 346p. D '29, c. '23 Bost., Houghton \$2.50 Bunting, Rev. John Summerfield

Prayers for the way. 55p. S [c.'28] Phil., G. W. Jacobs & Co., 1726 Chestnut St.

flex. fab. \$1.25

Burroughs, Edgar Rice

The monster men. 304p. D c. Chic., McClurg A weird tale of savage Borneo where professor Maxon has created thirteen monster men in his

Campbell, Mrs. Harriette Russell

The New Curiosity Shop. 268p. il. D c. N. Y., Harper The story of a girl who owned a Chinese treasure wanted by a group of Chinese fanatics. A juvenile.

Carpenter, Levy Leonidas

Primitive Christian application of the doctrine of the servant; introd. by Allen H. Godbey. 206p. (6p. bibl.) D c. Durham, N. C., Duke Univ. Press \$2.50

Cescinsky, Herbert, and Hunter, George Leland

English and American furniture. 312p. (4p. bibl.) il. O c. Grand Rapids, Mich., Dean-Hicks Co. buck. \$7.50 A guide to the furniture made principally in the 17th, 18th and early 19th centuries.

Church, A. Hamilton

Manufacturing costs and accounts; new 2nd ed. 516p. il. O '29 N. Y., McGraw-Hill \$6

Clark, Elmer Talmage, ed.

The missionary imperative. 256p. D c. Nashville, Tenn., Cokesbury Press \$2
Addresses by E. Stanley Jones, Y. C. Yang, and others, delivered at the International Missionary Yang, and Conference held in Memphis, Tenn., in January of this year.

Clavijo

Embassy to Tamerlane, 1403-1406; tr. by Guy Le Strange. 390p. (bibl. notes) maps O (B'way travellers) ['28] N. Y., Harper \$5
The journey of a Spanish embassy to Samarkand, where Tamerlane held court. First printed in 1582, and the last English translation made in 1859.

Cleveland, Frederick A., ed.

Modern scientific knowledge of nature, man and society. 618p. '29 N. Y., Ronald Press

Clifford, Sir Hugh Charles

Bushwhacking, and other Asiatic tales and memories; il. by Mahlon Blaine. 341p. il. (pt. col.) O c. N. Y., Harper bds. \$3.50
Experiences in Malayan jungles and with Malayan people, from princesses to devils.

Close, Evelyne

Through the lattice. 288p. D [c. 29] N. Y., Rae D. Henkle \$2

The story of four families living on a barren plateau in the English mountains.

Berger, Henry Irving, M.D.
Blood; clinical and laboratory diagnosis. 16
diagrs. D '29 St. Louis, Mo., Battle & Co. 162p. il.,

Bibliography of the writings of Sir Charles Firth, sometime Regius Professor of Modern History in the University of Oxford, A. 45p. O '28 N. Y., pap. \$1.25

Brewer, Grover Cleveland Christ crucified. 300p. S '28 Cin., F. L. Rowe, 422 Elm St. \$2

Broad, C. D.

John McTaggart Ellis McTaggart. 1866-1925. 3cp.
O'28 N. Y., Oxford pap. 50 c.

Brown, Bruce K., and Crawford, F. M.

Survey of nitrocellulose lacquer. 368p. (bibl.) il. O
28 N. Y., Chemical Catalog Co. \$7.50

A manual of federal evidence. 737p Nat'l Law B'k Co., 5 S. Wabash Ave. 737p. O '28 Chic.

Cannon, Carl L. Publicity for small libraries. 34p. (2p. bibl.) D (Manual of lib. economy, 31) '29 Chic., Amer. Lib. pap. 35 c.

Coates, Walter John

Land of Allen, and other verse. 102p. front. (por.) O '28 c. Athol, Mass., Recluse Press.

Coddington, Elizabeth C., and Long, William

Our country; a first book of American history. 410p. (4p. bibl.) il. (col. front.) map (pt. col.) D [c. '29] Bost., Ginn \$1.08

Coffin, Joseph Herschel

The soul comes back. 207p. diagrs. D c. Y., Macmillan \$2 The philosophy of life as evolved by the materialist, the idealist, the fundamentalist, the evolu-

tionist, and the modernist.

Conniston, Ruth Muzzy

Chantons un peu; a collection of French songs, with games, dances, and costumes, grammar drill and vocabulary. 164p. diagrs. Q c. Garden City, N. Y., Doubleday, Doran

Conway, Eustace, ed.

The fall of Hasein the Holy; with four essays by the editor. 63p. O c. N. Y., W. E. bds. \$3 Rudge anonymous tale from old eastern folk-lore,

An anonymous tale in and four literary essays.

Cordts, Anna Dorothea

The new path to reading primer; teachers' ed. 327p. il. (pt. col.), diagrs. D (New path to reading) [c. '29] Bost., Ginn 80 c.
Includes the teacher's manual and the primer. The
manual may be purchased in separate paper binding for 28c.

The word method of teaching phonics; a teacher's book. 336p. D (New path to reading) [c. '29] Bost., Ginn.

Cowan, Luther F.

The standard speller; 2 v. 326p. D '28 Denver, Col., W. H. Kistler Stat'y Co. \$1.70

Cushman, Robert Eugene

Leading constitutional decisions; rev. ed. 355p. O '29 c. '25, '29 N. Y., F. S. Crofts \$2

D'Abernon, Edgar Vincent, 1st baron Versailles to Rapallo, 1920-1922; the diary of an ambassador. 345p. front., map O '29, c. '28, '29 Garden City, N. Y., Doubleday. Doran

By the British post-war ambassador to Germany. This volume will be followed by "Rapallo to Dawes" and "Dawes to Locarno."

Daudet, Alphonse

Tartarin de Tarascon; new ed. by Richmond Laurin Hawkins. 1910. 1 S (Heath's modern lang. ser.) 28 N. Y., Heath 80 c.

il. S (Heath's modern lang. ser.) '29 N. Y... Heath

Davis, John

The post captain [fiction] [lim. ed.]. 247p. (bibl. note) D '28 N. Y., W. V. McKee bds. \$3; buck, \$8.50

DeCaillavet, G. A., and De Flers, Robert

Primerose. 206p. front. S (Heath's contemporary French texts) '29 N. Y., Heath \$1

Deulin, Charles

Contes de Flandre. 136p. il. S (Heath's modern lang. ser.) '29 N. Y., Heath

How to sketch from life. 63p. il., diagrs. O [c. '29] Pelham, N. Y., Bridgman

Dresser, Horatio Willis

Outlines of the psychology of religion. 464p. (bibls.) D [c.'29] N. Y., Crowell \$3 Analytical discussions of the main fields of re-ligious thought such as prayer, worship, mysticism, conversion, etc.

Dulles, Eleanor Lansing

The French franc, 1914-1928; the facts and their interpretation. 606p. (16p. bibl.) diagrs. O (Bur. of Internat'l Research, Harvard Univ. and Radcliffe College) c. N. Y., Mac-

Durant, E. Elliott, and Roach, Cuthbert M. Princess of Naragpur [fiction]. 1919. O 28 N. Y., Grafton Press

Eberhart, M. G.

The patient in room 18. 302p. D (Crime club) c. Garden City, N. Y., Doubleday, Doran

The April Crime Club selection tells of the three deaths that occur on three nights in room 18 of St. Ann's Hospital.

[Eddy, George Sherwood, ed.]

Am I getting an education? 92p. (bibl. footnotes) O c. Garden City, N. Y., Doubleday,

Criticisms of American college and university methods by George A. Coe, John Dewey, William Lyon Phelps, and others.

Eliot, Thomas Stearns

For Lancelot Andrewes; essays on style and order. 167p. nar. D '29 c. '27-'29 Garden City, N. Y., Doubleday, Doran \$2 Critical essays on the writings of various men ranging from Machiavelli to Irving Babbitt.

Ellingwood, Lena B.

Betty June and her friends [a primer]. 96p. il. (col.) D [c. '29] N. Y., Amer. B'k

Elliston, George [Mrs. Augustus T. Coleman] Cinderella cargoes; poems for poets and for those who love poetry. 164p. D [c.'29] \$1; lea., \$2 N. Y., Sully

Fielding, Archibald
The Cluny problem. 321p. D c. N. Y., Robbery and a double murder in the Villa Porte Bonheur in an old French town.

Fielding, Sarah

The lives of Cleopatra and Octavia [lim. ed] 183p. S. (Scholartis 18th century novels) 28 N. Y., W. V. McKee \$3; \$8.50

Collins, Frank S.
Green algae of North America; with 1st and 2nd supplement. 553p. il. O '28 N. Y., G. E. Stechert buck. \$15

Dudgeon, M. S. The worker and the library. no. p. nar. O '29 Chic., Amer. Lib. Ass'n pap. \$1.50 per 100 copies

Emerson, Ralph Waldo
What books to read; a lecture delivered at Howard University January 7, 1872; ed. by Walter Dyson. 140. O. (Howard Univ. studies in hist., v. 9) '28 Wash., D. C., Howard Univ. Press pap. apply Fleming-Young, Grace

The life of Christ [a poem]. no. p. il. Q c.'28 Wash., D. C., Author, 1135 12th St., N.W. pap., \$1 bxd.

France, Anatole

Rabelais; tr. by Ernest Boyd. 272p. il. O [c.'28,'29] N. Y., Holt buck. \$5
The substance of France's lectures in South America on his tour there in 1909.

Fullerton, Hugh

Two fisted Jeff. 333p. il. O [c.'29] Chic., Consolidated B'k Publishers, 2242 S. Grove St. A biography of James J. Jeffries, once heavyweight champion of the world.

Fyleman, Rose

Forty good-morning tales; il. by Erick Berry. 127p. il. (pt. col.) O c. Garden City, N. Y., Doubleday, Doran \$2 Stories for children by the author of many favorite fairy stories.

Garrett, Erwin Clarkson

Io triumphe, and other verses. 334p. D '28 Phil., Winston \$2.50

Garrison, William I.

The equalist; a novel. 387p. front. (por.) O [c. '29] N. Y., Avondale Press

Ghent, W. J.

The road to Oregon; a chronicle of the great emigrant trail. 290p. (bibl. notes) il., map O c. N. Y., Longmans

Giltinan, Caroline [Mrs. Leo P. Harlow] The veiled door. 101p. D c. N. Y., Macmillan A book of short lyrics by a Catholic poet.

Goetz, A. William

The gist of it: psychological hocus pocus [New Thought aphorisms]. 229p. D '29 Milwaukee, Caspar, Krueger, Dory Co. \$2.50

Goldsmith, Elizabeth Edwards

Ancient pagan symbols. 257p. il. S c. N. Y., Putnam A companion volume to "Sacred Symbols in Art."

Goldsmith, Oliver

The vicar of Wakefield [lim. ed.] 243p. O (Scholartis 18th century novels) \$3.50; \$12.50 W. V. McKee

Gossip, Arthur John

The hero in thy soul; being an attempt to face life gallantly. 277p. D'29 N. Y., Scrib-

A collection of sermons that strike a keynote of courage.

Graham, Samuel A.

Principles of forest entomology. 339p. il. O (McGraw-Hill pub'ns in zo sciences) '29 N. Y., McGraw-Hill zoological \$3.50

Grinnell, George Bird

Two great scouts and their Pawnee battal-300p. map (col.) O '28 Cleveland, O., A. H. Clark Co. The experiences of Frank J. North and Luther . North, pioneers in the great west, 1856-1882, and eir defence of the building of the Union Pacific

Gronsky, Paul P.; Astrov, Nicholas J.
The war and the Russian government: The central government; The municipal government and the all-Russian Union of Towns. 347p. (2p. bibl.) O (Economic and social hist. of the World War: Russian ser.) c. New Haven, Conn., Yale

Guest, Carmel Haden [Mrs. Carmel Goldsmid Guest]

The yellow pigeon. 307p. D c. N. Y., Dial Press story of non-combatants of various nationalities in war-time Europe.

Haggard, Howard Wilcox, M.D.

Devils, drugs, and doctors; the story of the science of healing from medicine-man to doctor. 427p. il. O c. N. Y., Harper \$5
Stories of medicine, surgery, hypnotism and other
methods of healing which have been practiced since
the beginning of civilization.

Hall-Quest, Alfred Lawrence

It's not our fault; why we can't be good! 399p. (5p. bibl.) O c. N. Y., Liveright \$2.50 History and psychology of sin.

Harden, J. M.

The Anaphoras of the Ethiopic liturgy. 136p. D (Trans. of Christian lit.; ser. 3, liturgical text) '29 N. Y., Macmillan \$2.50

Harte, Geoffrey Bret
The villas of Pliny [lim. ed.] 72p. il. '29 Bost., Houghton bds. \$7.50

Harter, Sunolia Vaughn

Eighty/twenty cook book and food manual; day by day, meal by meal, with recipes, formulas and order of work. 211p. Q [c.'28] Toledo, O., Defensive-Diet League of Amer., 619 Spitzer Bldg.

Recipes which are planned to make a perfect

Recipes which are planned to make a perfect alkalin-acid and ratio, and directions for cooking

and serving.

Hendrix, William Samuel Elementary Spanish. 183p. il. S (Heath's modern lang. ser.) '28 N. Y., Heath \$1.36

Gabel, Leona C. Benefit of clergy in England in the later Middle Ages. 154p. (8p. bibl.) O (Smith College studies in hist., v. 14, nos. 1-4) [c. 29] Northampton, Mass., Smith College pap. apply

Gordon, George Andrew Lang. 25p. O '28 N. Y., Oxford pap. 70 c.

Principles of emendation in Shakespeare. 72p. O Annual Shakespeare lecture, British Academy) '28 N. Y., Oxford pap. \$1.25

Hammer, B. W.
Dairy bacteriology. 473p. il. O (Wiley agri. ser.)
28 N. Y., Wiley
\$5

Handley, Louis de B.

Swimming for women; preliminary and advanced instruction in competitive swimming, fancy diving and life saving; questions and answers on swimming technique. 107p. il. S (Spalding's "Red cover" ser., no. 107R) [c. '28] N. Y., Amer. Sports pap. 25 c.

Harper, Herbert Druery Automobile shop mathematics. 124p. il. O '28 N. Y., Van Nostrand \$1.50

Hawley, Edith
A short method of calculating energy, protein, calcium, phospherus, and iron in the diet. 20p. (bibl.) diagrs. O (U. S. Dept. of Agri., technical bull., 105) '29 Wash., D. C. Gov't Pr. Off.; Sup't of Diec. of Doc. pap. 5 c.

Hergesheimer, Joseph

Swords and roses. 327p. O '29, c. '28, '29 N. Y., Knopf Re-creating the south during the Civil War from Virginia to Texas.

Herron, Sister Mary Eulalia

The Sisters of Mercy in the United States, 1843-1928; introd. by Rev. Francis E. Tourscher. 451p. (bibl. footnotes) front. (por.) Oc. N. Y., Macmillan \$5

Heydrick, Benjamin Alexander

Gateway to English literature, with selected readings for class study. 321p. (bibls.) il. D [c.'29] N. Y., Noble & Noble \$1.25 A history brought down to the present; for high school pupils.

Hoch, Fred W.

The standard book on estimating for printers. 281p. il. (pt. col.), diagrs. Q (Typothetae management ser.) c. Chic., United Typothetae of Amer. buck. \$5

Holt, Henry

The Mayfair murder. 307p. D c. N. Y., Dial Press A detective story, laid in fashionable London.

Hornby, Sir Edmund

Sir Edmund Hornby: an autobiography. 396p. front. O '29 Bost., Houghton \$5

Hume, Cyril

A dish for the gods. 374p. D c. Garden City, N. Y., Doubleday, Doran \$2.50
A novel based on a quotation to the effect that a woman is a dish for the gods if the devils don't woman is a di spoil her first.

Hutten zum Stolzenberg, Bettina Riddle, freifrau von

Eddy and Edouard. 305p. D '29, c. '28
Garden City, N. Y., Doubleday, Doran \$2
The story of a man whose inherited nationalities
conflict in one personality. Sometimes he is Yankee
Eddy, sometimes Edouard, inheriting the traits of
his French grandmother.

Huxley, Aldous Leonard

Arabia infelix, and other poems [lim. ed.]. 35p. O (Fountain Press pub'n) c. N. Y., bds. \$12.50 [Random House] Printed at the Harbor Press, and signed by the uthor. The title page decoration is by William H.

Inouyi, Jukichi English-Japanese dictionary; enl. ed. 2364p. D '29 Milwaukee, Caspar, Krueger, Dory Co. flex. cl. \$12

Jacks, Lawrence Pearsall, D.D.

My neighbour the universe; a study of human labour. 114p. D c. N. Y., Putnam \$1.50 A concept of industrial morality.

James, Will

Sand; [il. by the author]. 338p. D c. Y., Scribner The story of a man and a horse, the tenderfoot and the black stallion that every cowboy in Wyoming wanted to catch.

Jenney, Mary P.

The little pioneers. 134p. il., map D '28c. Cin. [James B'k Store, 127 W. 7th St.] \$1.50 A story for children telling of the building of Fort Washington at Cincinnati.

Jepson, Edgar

The cuirass of diamonds. 291p. D c. N. Y., Macy-Masius: Vanguard Press \$2 A novel of that group in London society in which the world of fashion mixes with the world of crime.

Jones, Charles Reed

The King murder; a Leighton Swift detective story. 265p. D [c.'29] N. Y., Dutton \$2
The clueless murder of a beautiful young woman in a New York apartment. The Dutton mystery selection for April.

Iones, Thomas Jesse

Essentials of civilization; a study in social values. 294p. O (Amer. social science ser.) [c. '29] N. Y., Holt \$2.50; students ed. \$2 What is the hope of democracy and will it be realized; for what purpose do we conserve life by scientific knowledge; what will the next war be, are a few of the questions discussed.

Jones, Thomas Samuel, jr.

Sonnets of the saints [3rd ed., lim. ed.] 57p. sq. T '29, c. '26 Portland, Me., Mosher Press bds. \$1.25

Keene, Charles Herbert, M.D.

The physical welfare of the school child; a text book in school hygiene and health work in the schools, for normal schools and colleges. 516p. (bibls.) D (Riverside text b'ks in educ.) [c. '29] Bost., Houghton \$2.40

Kennedy, Thomas

Personal poems. 57p. D c. Bost., Ball Pub. Co.

Kilmer, Aline Murray [Mrs. Joyce Kilmer] A Buttonwood summer. 191p. il. O '29 c. '26-'29 Garden City, N. Y., Doubleday, Doran Summer on a farm. A juvenile.

Kinck, Hans Ernst

A young people; tr. by Barent Ten Eyck. 282p. D [c.'29] N. Y., Dutton \$2.50 A novel of life in a small Norwegian town in the 1880's.

Kinyon, Mrs. Kate Pamelia Woodard, and Hopkins, L. Thomas

Junior food and clothing. 400p. (bibls.) il., diagrs. O '28 Chic., B. H. Sanborn \$1.60 \$1.60

Hengeveld, H., and others
Practical railway painting and lacquering; a handbook for railroad men. 267p. il. diagrs. O (Practical finishing ser., v. 4) c. N. Y., Simmons-Boardman Pub. Co.

Henig, Max Solomon
Safety education in the vocational school; the Construction of a curriculum for accident prevention.

116p. (4p. bibl.) il. diagrs. O (Nat'l Bur. of Casualty & Surety Underwriters, educat'l ser., v. 3) '28 N. Y.,

Nat'l Bur. of Casualty & Surety Underwriters, 120

W. 42nd St. pap. \$1.40

Hertzler, Arthur Emanuel, M.D. Diseases of the thyroid gland; with a chapter on hospital management of goiter patients by Victor E. Chesky, M.D.; 2nd ed. 286p. il. diagrs. O '29 c. '22, '29 St. Louis, Mo., C. V. Mosby \$7.50

Hutton, W. H.
Edward Armstrong, 1846-1928. 10p. O (British Academy proceedings, v. 14) '28 N. Y., Oxford

Jordan, Charles B.

Qualitative analysis for students of pharmacy and medicine. 169p. D (McGraw-Hill pub'ns in pharmacy) '28 N. Y., McGraw-Hill \$2.50

Kahn, Dr. R. L.

The Kahn test; a practical guide. 213p. (bibl.) O
'28 Balt., Williams & Wilkins

Klotsche, E. H., D.D.

Christian symbols, or, Exposition of the distinctive characteristics of the Catholic, Lutheran and Reformed churches as well as the modern denominations and sects represented in this country. 413p. O '29 Burlington, Ia., Lutheran Literary B'd \$3.50

Knight, Marion A., and others, eds.

The book review digest; 24th annual cumulation; Mar. 1928 to Feb. 1929 inclusive. 972p. Q '29 N. Y., H. W. Wilson buck. \$6
An alphabetical list of 3,125 books published in 1928, giving a descriptive note and quotations or digests from reviews of each book.

Kubinyi, Victor de

As we are. 147p. il. (col. front.) D c. N. Y,. Stokes \$2.50 painter's modernistic designs, representing abstract qualities.

Landon, Herman

Death on the air. 320p. D c. N. Y., Liveright A mysterious, foretold death occurs, accompanied by radio music.

Larcombe, Herbert James

Algebra; pt. 1, with answers. 147p. D (Cambridge intermediate math.) '29 N. Y., 68 c. Macmillan

Arithmetic; pt. 1, with answers. 228p. D ambridge intermediate math.) '29 N. Y. (Cambridge intermediate math.) 68 c.

Geometry; pt. 1, with answers. 143p. D (Cambridge intermediate math.) '29 N. Y., 68 c. Macmillan

Lardner, Ring W.

Round up. 475p. D '29, c. '24-'29 N. Y., Scribner The collected short stories of a well-known and popular American writer.

Lauck, William Jett

The new industrial revolution and wages. 317p. (bibl. footnotes) diagr. D c. N. Y., Funk & Wagnalls A study of post-war industrial prosperity America and its relation to the wages of labor.

Leslie, Shane, ed. and tr.

The Greek anthology. 234p. O '29 N. Y., buck. \$4 Appleton

Lindsay, Norman

Hyperborea [travel sketches] [lim. ed.] 32p. il. O '28 N. Y., W. V. McKee

Lindsey, Arthur Ward

Textbook of evolution and genetics. 471p. il. O '29 N. Y., Macmillan \$3

Liptzin, S., ed.

From Novalis to Nietzsche; anthology of nineteenth century German literature. 607p. (bibl.) D '29 N. Y. Prentice-Hall

\$2.50; with vocabulary, \$2.75

Livingston, Robert, pseud. [Roger Livingston Scaifel

What daddies do; old fashioned rhymes for new fangled kiddies [new ed.]. 125p. il. D [c. '16, '29] Bost., Houghton

Loti, Pierre, pseud. [Julien Viaud]

India; tr. by George A. F. Inman; ed. by Robert Harborough Sherard. 283p. front. (col.) O (Works of Pierre Loti) [n. d.] N. Y., Stokes \$2.50

A tale of Brittany (Mon frère Yves); tr. by W. P. Baines. 301p. front. (col.) O (Works of Pierre Loti) [n. d.] N. Y., Stokes \$2.50

Lynde, Francis

Young blood. 333p. D '29, c. '15, '29 N. Y., Scribner A railroading romance.

M. Inez, Sister, ed.

Religion teaching plans; by the Franciscan Sisters of Christian Charity. 255p. D c. N. Y., Benziger Bros.

McKenna, Edward L.

Hardware. 287p. D c. N. Y., McBride

A story of the Cronins, who lived in the Red Hook section of Brooklyn, supported by James Cronin's saloon.

MacKenzie, Henry

The man of feeling [lim. ed.] 208p. D '28 N. Y., W. V. McKee bds. \$3; \$8.50

Mackenzie, John G.

Souls in the making; an introduction to pastoral psychology. 259p. (bibl. footnotes) D N. Y., Macmillan c. N. Y., Macmillan

The human soul examined for the young minister in the light of modern psychology. \$2.25

Mackinnon, Albert Glenthorne

Alma Roma; a travellers' companion to Rome. 314p. (bibl. footnotes) il., maps (pt. col.) D '29 N. Y., McBride \$2.50
Partly based upon "Roba di Roma" by William Wetmore Story, published in 1863, which has been out of print for many years. The major part of the book consists of entirely new matter on Rome, today.

Macphail, Sir Andrew

Three persons. 346p. (bibl. notes) il. O c. N. Y., Louis Carrier \$3.50 Studies of Field-Marshal Sir Henry Wilson, Colonel E. M. House and Colonel T. S. Lawrence, \$3.50 Wilson. with many references to their autobiographical writings.

Martin, Dorothy, tr.

Sextette [lim. ed]. 99p. O '28 N. Y., W. V. McKee \$4.25; half lea., \$12.75

Menzies, Lucy

Mirrors of the holy; ten studies in sanctity. 336p. (bibls.) il. O ['28] Milwaukee, Morehouse Pub. Co. Portraits of women from the 12th to the 20th centuries, who were canonized.

Lydick, Lotus Niles
Varied experiences of John Lydick and his family;
a pioneer story, 1852-1928. 78p. il. O c. '28 Winfield, Kan., Author.

McKittrick, Leland Sterling, and Root, Howard F. Diabetic surgery; foreword by Daniel F. Jones, M.D., and Elliott P. Joslin, M.D. 280p. (bibl. footnotes) il. (pt. col.) diagrs. O '28 Phil., Lea & Febiger

McNair, James Birtley, comp.

McNair. McNear and McNeir genealogies; supplement 1928. 349p. (bibl. footnotes) il. O c. Chic., Author, Box 58, Univ. of Chic. apply

Martin, Earl L.

What a Christian should believe. 120p. D [c. '28] Anderson, Ind., Gospel Trumpet Co. pap. 35 c.

Michelet, Maren

First year Norse; 6th ed. 372p. D '29 Milwaukee, Caspar, Krueger, Dory Co. \$2.50

Monroe, Anne Shannon

The hearth of happiness. 307p. D '29, c. '19-29 Garden City, N. Y., Doubleday, Doran \$2 A book of essays based on the experiences of everyday life.

Morse, John Torrey, jr.
Thomas Sergeant Perry; a memoir. 187p. il. O c. Bost., Houghton bds. \$3.50 A study of the great-great-grandson of Benjamin Franklin, Thomas Perry, containing some of his correspondence with Lowell, Henry James and other prominent men of the latter part of the 19th century.

[Morton, Bowditch, M.D.]
First aid to the injured handbook; rev. by William Champion Deming and Louis Faugères Bishop. 156p. il., diagrs. S [c. '84, '12] N. Y., Soc. for Instruction in First Aid to the Injured, 105 E. 22nd St.

Mowery, William Byron
The Silver Hawk. 336p. D '29, c. '28, '29
Garden City, N. Y., Doubleday, Doran \$2
Jim Dorn, of the Canadian Air Forces, rescues a
girl from a mysterious tragedy.

Munro, Hector Hugh, "Saki," pseud.

The square egg, and other sketches, with three plays; with a biography by his sister; introd. by J. C. Squire. 202p. il. S (Works of "Saki") [n. d.] N. Y., Viking Press \$1.75

When William came; a story of London under the Hohenzollerns; introd. by Lord Charnwood. 261p. S (Works of "Saki") [n. d.] N. Y., Viking Press \$1.75

Murray, Sinclair, pseud. [Alan Sullivan]

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\*\*Houghton\*\* Personal poems. Kennedy, T. Ball Pub. Co. Petruck prayer to God. Potts, F. E. \$5; \$2 Kahoe & Co. Physical welfare of the school child, The. Keene, C. H. \$2.40 Houghton Pirates, highwaymen and adventurers. \$3; W. V. McKee \$8.50 Poems. Norman, C. \$2 Knopf Webb, M. Poems, and, The spring of joy. Dutton \$3; \$8.50 Post captain, The. Davis, J. V. McKee Van Devan-Poster making for the amateur. ter, A. W. \$1 Nat'l Pub. Co. Bunting, J. S. \$1.25 Prayers for the way. G. W. Jacobs & Co. Primerose. De Caillavet, G. A. \$1 Heath Primitive Christian application of the doctrine of the servant. Carpenter, L. L. \$2.50 Duke Univ. Press Princess of Naragpur. Durant, E. E. \$2 Grafton Press Principles of forest entomology. Graham, McGraw-Hill A. \$3.50 Process of inflation in France, 1914-1927, The. Rogers, J. H. \$5 Columbia Univ. Press abelais. France, A. \$5 Holt Rabelais. Radio up to the minute. Nilson, A. R. \$2 Clode Red howling monkey. Tee-Van, H. D. \$1.60 Macmillan Religion teaching plans. M. Inez, Sister. \$2 Benziger Bros. Road to Oregon The. Ghent, W. J. \$5 Longmans Romance of your birthstone, The. Swengel, H. L. 75 c. Coordinating council on Nature Activities, Amer. Museum of Natural Hist. Round up. Lardner, R. W. \$2.50 Sand. James, W. \$2.50 Scribner Scribner Searcher, The. Pilcher, V. \$3.50 Doubleday, Doran Secrets of the Second Empire. Wellesley, H. Harper Selling and buying advertising space. Slo-Lloyd Pub. Co. manson, A. J. \$4.50 Sentimental journey, A. Sterne, L. \$3; \$12.50 W. V. McKee Sextette. Martin, D. \$4.25; \$12.75 W. V. McKee

Shackles of the free. Ashton, M. G. \$2.50 Stokes Shimmering waters. Adair, C. \$2 Dorrance Silver Hawk, The. Mowery, W. B. \$2 Doubleday, Doran Sir Gregory's lamp. Welty, I. R. \$1.50 Abingdon Sisters of Mercy in the United States, 1843-1928, The. Herron, Sister M. E. \$5 Macmillan Six Mrs. Greenes. Rea, L. \$2.50 Harper Song of the stars, The. Atterbury, A. P. Winston \$1.50 Sonnets of the saints. Jones, T. S., jr. \$1.25 Mosher Press Soul comes back, The. Coffin, J. H. \$2 Macmillan Souls in the making. Mackenzie, J. G. \$2.25 Macmillan Square egg, The. Munro, H. H. \$1.75 Viking Press Standard book on estimating for printers, The. Hoch, F. W. \$5 United Typothetae of Amer. Standard speller, The. Cowan, L. F. \$1.70 W. H. Kistler Staty. Co. Norris, K. T. \$2 Storm House. Doubleday, Doran Story of superstition, The. Waterman, P. F. Knopf Story Peter told, The. Ball, E. \$1.75 Holt Strange disappearance of Mary Young, The. Propper, M. M. \$2 Harper Strayer-Upton junior mathematics; bk. 88 c. Amer. Bk. Street scene. Rice, E. L. \$2 S. French Suffering Job of the twentieth century, A. Evangelical Press Schnuknecht, J. J. \$1 Swords and roses. Hergesheimer, J. \$3.50 Knopf Tale of Brittany, A. Loti, P. \$2.50 Stokes Tartarin de Tarascon. Daudet, A. 80 c. Heath Tartarin sur les Alpes. Daudet, A. \$1.08 Heath Textbook of evolution and genetics. Lindsey, A. W. \$3 Macmillan ıllah, A. \$2 Payson & Clarke They were so young. Abdullah, A. Three persons. Macphail, A. \$3.50 Louis Carrier Through the lattice. Close, E. \$2 Rae D. Henkle Two fisted Jeff. Fullerton, H. \$2 Consolidated Bk. Publishers Two great scouts and their Pawnee battalion. A. H. Clark Co. Grinnell, G. B. \$6 Veiled door, The Giltinan, C. \$1.50 Macmillan D'Abernon, Versailles to Rapallo, 1920-1922. E. \$5 Doubleday, Doran Vicar of Wakefield. The. Goldsmith, \$3.50; \$12.50 W. V. McKee Villas of Pliny, The. Harte, G. B. \$7.50 Houghton War and the Russian government. The. Gronsky, P. P. \$3.50

What daddies do. Livingston, R. \$1

Houghton

When William came. Munro, H. H. \$1.75

Viking Press

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Tepee Press

White wings. Barry, P. \$2

S. French

Who's who in American sports. \$5

Nat'l Biographical Soc.

Why we are men and women. Benedict, A.

L. \$2.50

Allen Ross & Co.

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\$2

Archers Co.

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# Old and Rare Books

Frederick M. Hopkins -

THE London sales are now entering upon their most interesting period. Dr. Rosenbach and Gabriel Wells are already on the ground and insure real American competition. The influence of the Kern Sale was promptly felt in London, and every important sale now has its new high records. On April 15th and the three following days an unusually important sale will be held at Sotheby's. It includes selections from the properties of Lord Brownlow, G. C. Willoughby, Howard Pease, Sir Edward Freeling, the late T. J. Cobden-Sanderson, and others. The 906 lots comprise a wide range of rarities, illuminated manuscripts, early printed books, first editions of English masterpieces including a Second and Fourth Folios of Shakespeare, English tracts, broadsides and newspapers, publications of the Ashendene, Davis and Kelmscott presses, many fine autograph letters, a collection of manuscripts of David Garrick, an interesting musical series, and the Lexington Papers, including the correspondence of Matthew Prior. This sale contains many lots of the first importance and all may be classed as collectors' material.

TWO important sales will be held at the American Art Galleries next week. On April 8 the well-known Charles

Dickens's collection, formed by Mr. and Mrs. Edward C. Daoust, comprising 245 lots, will be dispersed. This includes first and subsequent editions in their original bindings as issued, rare presentation copy of "David Copperfield," original manuscripts of "A Burlesque of Othello," and the poem, "A Song of the Wreck," Dickens's wedding gift to his bride and other personal relics. On April 10 rare Americana, including books and autographs, the collection of the late David Williams of this city, will be sold. This collection includes 599 lots and contains a wide range of rarities, among them early New York State explorations, Indian captivities, vovages of de Champlain, and scarce items covering two centuries of American history.

IN the April issue of The Atlantic Monthly, Paul M. Angle, executive secretary of the Lincoln Centennial Association, points out that the new Lincoln material printed in the December, January and February issues of The Atlantic were forgeries. "By no possible means," Mr. Angle concludes, "can the Lincoln collection be genuine." Who forged the documents? This left-handed confession, the printing of Mr. Angle's article, will not satisfy the public. Dr. Harry L. Koopman,

of Brown University, head of the John Hay Library, comes directly to the point in The Harvard Crimson: "Why doesn't Ellery Sedgwick frankly, fully and finally confess? The answer would seem to be that he is unwilling to say what he knows. The public does not for a moment believe that Mr. Sedgwick . . . is keeping silence, or talking to no purpose, for the benefit of either himself or The Atlantic Monthly. Why then is he behaving in this curious fashion? The most obvious answer is that he is doing so to shield some one, that he is trying to prevent the disgrace of exposure for literary forgery from falling on some person, even though he was victimized by that person." Another writer in The Crimson asserts, on the strength of intensive graphological study, that all Lincoln documents were written by the same hand as a certain letter. The Atlantic refused to permit the graphologist to examine specimens of the handwriting of the author of this letter, even under pledge of secrecy. It is safe to predict, whatever may be Mr. Sedgwick's attitude, the truth will ultimately come out. Sooner or later the mystery of this forgery will be solved, and it should be, for it is the chief protection of the public against other literary forgeries.

THERE has been a steady drift of rare and valuable books by gift to the Library of Congress in the last two or three years, which appears to be rapidly increasing. In an announcement of gifts just made by the library there were many from well-known rare book dealers. Charles Sessler of Philadelphia gave a contemporary narrative in Portuguese of the loss of Fort Bull by the English in the French and Indian War. Gabriel Wells presented a Homer's Iliad of 1488, first edition, and an oil portrait of Johann Gutenberg, by an unknown artist, thought to have been painted about the middle of the eighteenth century. Mr. Wells also made possible the library's acquisition of the 1746 manuscript of the hymnal of the Ephrata Cloisters, the "Turtel Taube," said to have been once owned by Benjamin Franklin. Wilfred M. Voynich, London dealer, presented an early fourteenth century manuscript on vellum of the Book of Decretals, the "Liber Sextus" of Boniface

VIII. Dr. A. S. W. Rosenbach of this city acquired the extraordinary collection of Peruvian and Mexican manuscripts later presented to the library by Edward S. Harkness and counselled with him about this disposition of it. Martinus Nijhoff, of The Hague, presented a document from the Maggs collection bearing the autograph signature of Juan de Ornate. It means a great deal when the rare book trade takes such interest in our national library.

THE British Library of Political and Economic Science in the University of London contains 150,000 American publications, and about 6,000 are added yearly. Sir William Beveridge, director of the School of Economics, calls the number a substantial nucleus. He believes that from £70,000 to £80,000 would be needed to obtain books that are lacking and keep the American library in satisfactory condition. What Americans have had to say about economics, politics, sociology, business and commerce, Sir William regards as indispensable to practical men in England and on the Continent. Sir William proposes that there shall be in London and in two or more cities on the Continent "a thoroughly representative collection of American books and periodicals in the field of social science." The University of London wants all the books dealing with this sub-"It is difficult to say that any book ject. is worthless."

THE outstanding characteristic of the auction market for literary property, not only in New York, but in London, Paris and Berlin, is the great and continuous demand and high prices which collectors are willing to pay for autograph letters, manuscripts, documents and inscribed or presentation copies of the books of favorite authors. This was shown in a sale at Sotheby's in London last week when a desk, presented to Dickens when he was an obscure young man and used constantly until his death brought only \$25 and a first edition of "A Tale of Two Cities, a presentation copy to Charles Lever, brought \$6,500. Collectors seem to value manuscripts, or autographic material of authors highly than anything personal actually used by them.

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# Prints and the Prices that They Bring

HE interest in fine prints has, like the interest in rare books, spread rapidly in this country and in many stores the two interests supplement each other happily, and the reference books on the subject of prints are in constant use. A volume that will be of every day importance to the dealer in prints has just come from Scribner's, a handsome quarto called "Engravings and Their Value, A Complete Guide to the Collection and Prices of All Classes of Prints" by J. Herbert Slater. Mr. Slater is known as the author of "How to Collect Books" and "The Romance of Book Collecting," and this sixth edition of his work, much revised and enlarged, has been prepared by F. W. Maxwell-Barbour.

The volume, which is one of 700 pages, lists alphabetically all the most significant engravers, in whatever medium they may have worked. The character of the work of each artist is described briefly but effectively, and then there are listed their outstanding works, their size, the different types of proof that were drawn, and the current market price. The biographical material will give the dealer the type of information that he most wants in order to place a print that he is selling in the history and development of engraving. The quoted prices, interpreted by the dealer's own experience as to the influence of condition and changes in market demands, will be an invaluable guide in making purchases and sales. Such an engraver as George Baxter, for example, is covered in a page of text and two pages of list, the prices ranging from three pounds to nine hundred pounds. Francesco Bartolozzi, one of the most prolific of engravers, has four pages of prints listed. The prefatory chapters are also important, as here is information on the early history of engraving, on the development of wood engravings, mezzotints, line color prints, etc., each of these chapters having a bibliography suggesting other works for the dealer's or collector's reference shelf. There are two dozen plates reproduced and three hundred facsimiles of engravers' marks. The price of the book, \$12, is low for so useful a store tool.

# Great Woodcut Collection Given to the United States

THE famous collection of 20,000 woodcuts from early illustrated books has been sent to the Library of Congress by Dr. and Mrs. Otto H. F. Vollbehr of Berlin, the same donor having last year presented the Library with the notable collection of printers' marks. This presentation was made on the occasion of the hundredth anniversary of the birth of Carl Schurz.

This collection, which greatly enriches the material available at our national library, was made by the German scholar, Prof. W. Schreiber of Potsdam, whose bibliography on this subject is the indispensable reference tool for all collectors and librarians. Though many libraries of Europe have similar collections, little of the material has been available in America as the material of the fifteenth and sixteenth centuries has become so rare that no collection could be made approaching this in adequacy.

The value to artist illustrators is obvious as they can study these cuts side by side in a way that would not be possible if they had the original books near at hand. Besides this, the cardboard mountings have a great deal of valuable information written down by the collector.

The chief body of the illustrations is from that very prolific period, the sixteenth century, and everything pertaining to the ornament of books is represented, illustrations, portraits, initials, borders, title-pages. Three hundred and seventy-five items cover the period of incunabula, all different schools of bookmaking being represented. The 12,700 woodcuts of the sixteenth, seventeenth and eighteenth centuries represent the product of German, Dutch, Czechoslovakian, Polish, French, Spanish and Italian bookmaking. Over 2000 portraits form a special group and there are initials and ornaments from a great variety of sources. Many of these decorations have been used as illustrations in great books on printing, but such reproductions can give only a faint idea of the beauty of the originals. The Library of Congress has reason to be grateful to Dr. and Mrs. Vollbehr as have all those interested in the development of woodcuts.

A MERICANA, comprising selections from the library of Francis A. Mac-Nutt, Bressanone, Italy, together with American autographs, Americana, maps, colored views, from other collections, will be sold by the Anderson Galleries April 9th. The rarer lots include such items as an orderly book containing the general orders by Lord Howe covering the landing on Staten Island, the Battle of Long Island, the capture of New York and the execution of Nathan Hale; Washington Irving's last will and testament dated May 25, 1815; an interesting series of early American maps; a Revolutionary War map with a view of the surrender of Cornwallis; three letters from Mary W. Shelley to Washington Irving; a bookplate by Paul Revere; Wytfliet's rare American atlas, Dovay, 1607, the most important early American atlas.

T is said that the collection of books, pamphlets, broadsides, documents and other material relating to Abraham Lin-coln in the Library of Congress numbers more than 50,000 items. The average of total additions during the past five years is larger than for any corresponding similar period. The total additions for 1928 is quite up to the average of the last five years. There certainly appears to be no waning of interest in Lincoln, or end to Lincolniana. A fact perhaps not generally known is that there are many Lincoln collectors in England and not a few on the Continent. The World War seems to have made Lincoln an international figure among collectors.

IN a sale at Sotheby's on March 26 Gabriel Wells paid \$27,000 for a fine copy of the Third Folio of Shakespeare, and an unrecorded copy of Caxton's "Chronicles of England" printed by Caxton at Westminster in 1480, and the "Description of Britain," also printed in the same year, both bound in one volume, went to Dr. A. S. W. Rosenbach for \$14,500. Among other treasures sold was a fine copy of the Fourth Folio of Shakespeare, which brought \$4,600; a first edition of Boswell's "Life of Johnson," \$925; the rare "Phoebus," by the Comte de Foix, Paris, 1507, \$10,500.

SPECIAL cable from London announces the purchase of one of the finest copies of the First Folio of Shakespeare's plays by Barnet J. Beyer, of this city, from an unnamed English peer, for \$50,000. This copy, which is not recorded in Sir Sidney Lee's census, is reported to be in a wonderful state of preservation, and its existence almost unknown except to its late owners. When this cable was sent, on the 13th inst., Mr. Beyer was planning to return immediately to New York and bring his purchase with him.

#### Auction Calendar

Tuesday afternoon, April 9th, at 2 o'clock. Americana—selections from the library of Francis A. MacNutt, Bressanone, Italy, together with American autographs, Americana, maps, American colored views, etc., from other collections. (Items 239.) The Anderson Galleries, 480 Park Ave., New York

Catalogs Received

American history. (Items 1965.) The Aldine Book Co., 1873 61st St., Brooklyn, N. Y. Americana. (No. 4; Items 1335.) Sydney William Dutton, 103 Newgate Street, London, E. C. 1, Eng-

land.

Americana—rare and unusual books, pamphlets, broadsides, etc. (No. 181; Items 1500.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Americana—views, maps, sporting prints, books. (No. 3.) Solomons & Berkelouw, 39 Charing Cross Road, London, W. C. 2, England.

Americana—rare and unusual books, pamphlets, broadsides, etc., relating to the Discovery, Exploration, Colonization and subsequent history of Americana. (No. 181.; Items 1500.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Americana. (No. 4.) Libreria Nardecchia, Piazza Cavour 25, Rome, Italy.

Books for public libraries. (No. 122.) Campbell & Leunig, Inc., 8 East 12th St., New York City.

Books, chiefly eighteenth and nineteenth century. (Items 272.) Edwin Valentine Mitchell, 27 Lewis St., Hartford, Conn.

Books pertaining to Roosevelt. (Items 228.) Ben

Books pertaining to Roosevelt. (Items 228.) Ben Harris, 137 Fourth Ave., New York City.

Books, chiefly first editions. (No. 24; Items 613.) Elkin Mathews, Ltd., 33 Conduit St., London, W. England.

Eighteenth Century England-books and autographs. (New Series, No. 1; Items 700.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.

land.

First editions, Americana and books about art, bibliography, sport and crime, miniature books, Mosher books, and books on agriculture, and many association copies. (Items 345.) Norman Alexander Hall, 40 Langley Road, Newton Centre, Mass. First editions of English books of the nineteenth and twentieth centuries. No. 31; Item 295.) Davis & Orioli, 30 Museum St., London, W. C. 1, England. Maps of America. (No. 180; Items 92.) Goodspeed's Book Shop, Ashburton Place, Boston, Mass. Modern first editions. (No. 3; Items 10c.) David Magee, 480 Post St., San Francisco, Cal.

Modern first editions and private press books. (No. 11; Items 449.) Gotham Book Mart, 51 West 47th St., New York City.

Interesting autographs. (No. 966; Items 355.) James

St., New York City.

Interesting autographs. (No. 966; Items 355.) James
Tregaskis & Son, 66, Great Russell St., London,
W. C. 1, England.

Presentation and association copies. (No. 159;
Item 847.) Frank Hollings, 7 Great Turnstile, High
Holborn, London, W. C. 2, England.

Rare books, including bibliography, curiosa, Christian Science, general literature, genealogy, Americana, western history. (No. 27; Items 1095.)
Powner's. 1352 North Clark St., Chicago, Ill.

# BOOKMAKING

A Monthly Department

# The Details of Bookmaking

David S. Beasley

President of the University Society

I

The Buying of Paper

Please supply ..... reams of ..... paper as per the following specifications:

Size of Sheet

In some instances this must be exact; for example, in some kinds of lithography or when close register is required. There will be instances when it will be necessary to trim the sheets exactly on 2 sides, and in some cases they should be trimmed exactly on 4 sides. If in doubt ask the printer.

Weight

Always indicate whether the weight specified is to be net weight or not. Ordinarily it is best to indicate that it is to be net; i. e., free from all wrappings or containers.

#### Color

If possible always send a sample of the exact color wanted and specify carefully that the paper must be free from dirt, holes, slime spots or wax marks and that it must be uniform throughout the run. Coated paper for inserts may require a special color to match the text or a shade which will not clash with the adjoining text paper, or at times it will be wanted of an entirely different shade in order to form a strong contrast with the text paper.

#### Finish or Surface

If possible, give a sample to show the exact finish desired. It is almost impossible to describe a finish so that any two indi-

viduals will take the same meaning from the description. Advise the manufacturer of the exact finish required, not desired but absolutely required.

Consistency and Texture

Close weave—i. e., well closed in; pliable or mellow rather than stiff. On the other hand, not too flimsy. It is sometimes best to allow the manufacturer a little leeway in the matter of weight in order to secure the desired texture.

#### Bulk

To bulk a certain thickness under firm hand pressure with a pair of ordinary calipers to . . . leaves and . . . pages. (Always state both and you run no danger of making a mistake by specifying leaves when you mean pages.) If several bulks are required, see that the mill marks carefully the bulk on the outside of each package or case, so that the printers may not make any mistake. In addition to specifying the bulk in pages and inches, designate each by a letter; such as Bulk "A," Bulk "B," Bulk "C," etc. Specify clearly to the printers the volumes to be printed on Bulk "A," etc., giving the description of what this bulk is. It is not uncommon for printers to become confused and use the wrong bulk and thereby ruin an edition.

Compare With Last Lot

Compare with the last lot of paper. If the same paper has been ordered be-

# Noted Names in American Publishing - old and new



Lee S. Furman



Edward I. Furman

When Lee S. and Edward I. Furman took control of THE MACAULAY COMPANY, it was exclusively a light fiction publishing firm. In a comparatively short time they have so broadened the policies and enlarged the scope of their endeavors that THE MACAULAY COMPANY now ranks with the foremost American publishing houses.

Among the numerous projects in belles lettres that this firm has been instrumental in developing are "THE AMERICAN CARAVAN," a yearbook of American literature, edited by Alfred Kreymborg, Lewis Mumford, and Paul Rosenfeld; and the Transatlantic Library. This latter series is composed of translations of important foreign books, edited by Matthew Josephson. It is launched this year with the publication of "THE LIBERTINES" by Henri de Regnier, and "IN THE LAND OF COCKAIGNE," by Heinrich Mann. "SEX IN CIVILIZATION," another important recent book, is a symposium on the most vital problem concerning the modern world. It is edited by Dr. Samuel S. Schmalhausen and V. F. Calverton, and contains contributions by Havelock Ellis, Judge Ben B. Lindsey, Harry Elmer Barnes, Arthur Garfield Hays, and others.

Among Macaulay books are notable examples of good typography, clean presswork, and attractive bindings-all made by J. J. Little & Ives Co. in "The Plant Complete."

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fore, include in your specifications some comparisons regarding the previous edition, as "equal to last lot," "better than last lot," "smoother," "white," "clearer," "stronger," etc.

#### Suitability

The following clause will generally be helpful: "We herewith send you a volume which will show you exactly what use the paper of this order will be put to, in order that you may be able to see our exact purpose and need, and supply us with a paper which will answer. We know that you are experts in the making of this particular paper, and feel sure that we can safely rely upon you to give us a suitable and dependable sheet."

#### Grain

Which way is the grain to run? must run the same throughout the entire On all but cheap books it is quite desirable that the grain of the paper, when bound, will be perpendicular—that is, run horizontal with the sewing or front edge of the volume.

#### Strength

When possible specify clearly just what strength is required, specifying the number of points it must test on a "Mullen" testing machine.

#### Delivery Date

Is it necessary for the papermaker to consult with the printer regarding deliveries? If so, specify this, otherwise one or more carloads may arrive simultaneously, and the printer may not be able to take all of it and part may have to be sent to storage, entailing an extra cost for storage and cartage.

#### Packing and Shipping

Specify clearly whether paper is to be packed in boxes, frames, or longlapped.

#### Boxes

0: Be sure to specify that boxes and frames must be thoroughly seasoned. Green wood often causes the top and bottom sheets to curl or wrinkle and increase waste in the pressroom.

#### Prices and Terms

Be careful to specify the dates of billing, terms of payment and cash discount if any—does the price include freight or cartage or who is to pay that?

#### Acknowledgment

Make sure that a suitable acknowledgment is received promptly.

#### Insurance

Is it necessary to place insurance on the premises to which paper is going, or while still in transit?

#### Sample Ream

If the paper is coming from a new mill, have a ream or two sent on in advance. If anything is wrong, it is easier to hold the entire lot up if it is at the mill. On the other hand, the mill may exercise greater care if its manager knows a sample ream is to be examined before he is allowed to make the shipment.

#### Notifying Printer

Notify the printer about when the paper will be delivered, so that he may arrange to have presses ready for it.

Have the printer verify and report the weight with and without boxes or wrappings as soon as the paper arrives and have him verify this weight from time to time throughout the run.

Have the printer send sheets and a sewed and trimmed dummy of the various bulks as soon as the paper arrives and carefully test these and see if all specifications have been complied with.

Secure an opinion from the printer as to the quality and suitability of the paper.

#### Follow-up Order

Put the order on your calendar and keep in touch with the mill from time to time ntil delivery is made.

#### Paper for Circulars

Should something be added for prospectuses, circulars, or makeups?

This article on "The Buying of Paper" is the first in a series by Mr. Beasley on the details of bookmaking. The series will be continued in the next few Bookmaking Departments in the first issue of each month.

# RECOGNITION



THOUGH the book club plan has been in effect in this country for only three years, it has had a profound influence on the trade. Already most publishers regard the selection of their titles by a book club as a great sales opportunity.

IN view of the sales importance of club books, we believe it is significant that publishers have sent to Rahway such a high percentage of selected titles in the past two years. In 1927 and 1928, 25% of all the Book of the Month Club titles were manufactured complete by Quinn & Boden. In 1928 25% of the Literary Guild titles were manufactured at Rahway—including those manufactured by individual publishers.

THE new year looks even more promising. We have already manufactured two Guild titles (January and March) and we are now working on the May selection. The January Book of the Month was made in Rahway.

If you are not familiar with Quinn & Boden service, it would pay you to investigate.

# QUINN & BODEN, INC.

Complete Book Manufacturers

RAHWAY

NEW JERSEY

# The New Generation of Book Makers

I

# Robert S. Josephy, Book Designer Henriette Coeur

WHEN Robert Josephy was thirteen years old he was a space writer on the Flushing Journal, and honestly entitled to that impressive appelation. That his contributions consisted largely of local school news pieced out with occasional re-

ports of horses dead or dying, and that he was paid a cent a line for them, is quite beside the point. He did not at all mind the reporters' calling him Brisbane because he didn't know who Brisbane was, and he did have the run of the Journal print shop. He got some printers' ink into his blood, and although it didn't bother him for a while, it began to show later.

In September, 1920, at the age of seventeen, and out of school, he got his first (and he hopes his last) full time office job. He got it in

a publisher's office, because he thought that would give him a chance to write! His job was with Alfred A. Knopf and his functions were many and varied, but all trivial. For performing these he accepted eight dollars a week, thereby putting himself in the low-price field, where he insists he has remained to this day. prove this he admits that one publisher had to tell him, when they were making arrangements for some work recently, that he was worth more than he was askingbut he admits too, that he thought so himself. At Knopf's he was delegated to assist the man who was in charge of advertising, publicity, and manufacturing. During his second year the Knopf list had grown so that a separate manufacturing department became necessary, and he was given charge of it. He remained in this position until the fall of 1925, when he left the Knopf organization to free lance.



Robert S. Josephy

How much of the Knopf reputation for good bookmaking is due to him would be difficult to determine. He claims very little credit for it, and it is certain that the general style and character of the Borzoi books was then, as now, directly the result of Mr. Knopf's personal tastes and enthusiasms. Nevertheless it is undeniable that the quality of Knopf typography improved be-tween 1922 and 1925, and the work that Josephy is doing today indicates that this must have been due at least

in part to his steadily increasing knowledge and facility. At the same time the Knopf list was an active and growing one, and the work of laying out the books, purchasing materials, planning binding, jackets, supervising the details of manufacture and keeping titles in stock, was a constant test of his resourcefulness and ingenuity. It was under the pressure of these technical and executive problems that he acquired the thorough and intimate knowledge of the costs and mechanics of book-making which must be part of the background of the competent book designer.

Just why this young man decided to face the world alone at the tender age of 21 is

## WHERE THE HOURS GO

POEMS BY LEFA MORSE EDDY

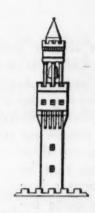


NEW YORK HAROLD VINAL, LTD. 1927

## THE BELLS OF ITALY

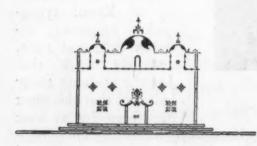
AND OTHER POEMS

GRACE GORGES



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THREE OF MR. JOSEPHY'S TITLE-PAGES WITH TYPE DECORATIONS, AND ONE WITH A DRAWING



PALACE OF SILVER

Kate Slaughter McKinney
[KATYDID]

PSYCHE

BY PIERRE LOUŸS

WITH A CONCLUSION AND NOTES BY CLAUDE PARRÈRE

LLUSTRATIONS BY MAJESKA



NEW YORK
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THE STORY OF

#### GILBERT

AND

#### SULLIVAN

OR

THE 'COMPLEAT' SAVOYARD

Bi

ISAAC GOLDBERG



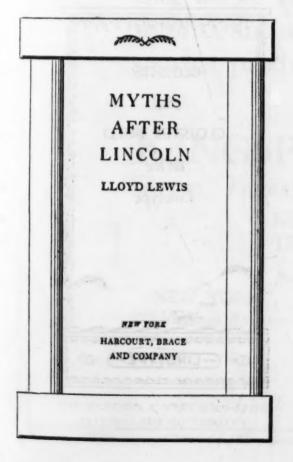
NEW YORK
SIMON AND SCHUSTER
1928

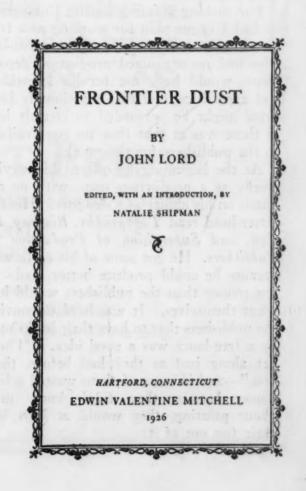
# HERMAN MELVILLE

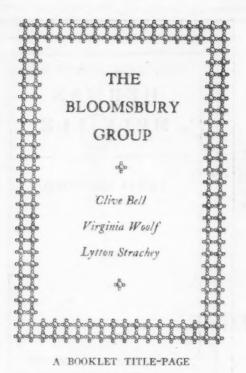
LEWIS MUMFORD

HARCOURT, BRACE & COMPANY NEW YORK

FOUR TITLE-PAGES BY MR. JOSEPHY DESIGNED IN A MORE FORMAL MANNER







not quite clear. He insists that he had been determined since he was five years old to arrange his life so that he might not have to get up early. What seems more accurate is that he was tired of his confining job, had some doubts as to the utopian character of the book business, and thought he was about due for a stretch, a walk and a look around.

For making a living during this period, he had a vague plan for working as a free-lance. He had a notion that publishers who had no organized production departments would have use for his knowledge and experience, and that occasionally large firms might be persuaded to consult him, as there was at that time no one available to the publishers for this work.

At the beginning he offered his services chiefly as a production man, with no emphasis on his ability as a designer. His first letter-head read Typography, Binding, Design, and Supervision of Production for Publishers. He got some of his early work because he could produce better books for less money than the publishers would have spent themselves. It was hard to convince the publishers that to have their books made by a free-lance was a good idea. "They'd get along just as they had before, thank you,"—and if some of them wasted a little money because they didn't know much about printing, they would at least have their fun out of it.

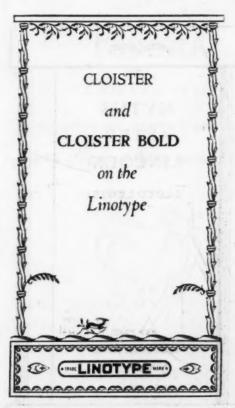
During the first six months only eight publishers gave him work, and only two small ones gave him all their books to handle. Then he got an opportunity to go abroad. He spent a large part of his stay in Europe visiting printers and publishers, talking printing and publishing.

He returned in the summer of 1926 and after a period he found a slowly increasing demand for his services, so that during 1927 he produced about eighty volumes for

fifteen or sixteen publishers.

By this time he had decided on continuing indefinitely as a free-lance. His facility and resource as a typographer was increasing, and he was getting more of his work from the larger publishers. He was required to handle fewer of the mechanical details of his books and was able to simplify his letter head to Robert S. Josephy, Designer of Books.

During 1928 his list of publishers increased again, and his list of books as well; the latter including a number of privately printed volumes. In addition, he was installed in May as head of the designing department of the J. J. Little & Ives Co., one of the largest New York book manufacturers, where his services are made available to the plant's customers. In Oc-



TITLE-PAGE FROM A CIRCULAR SET ENTIRELY ON THE LINOTYPE



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E consider our crowning achievement not the fact that we've reached a production

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BOOK APPEARANCE is undergoing the inevitable change that has marked the course of other articles of merchandise. While the pendulum swings from the old to the new, many books are attaining the modern, colorful touch looked for by the buying public — and others continue to be counterparts of the books of a decade ago. What about the books you make, or sell?

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THE WILSON-MUNROE CO., LTD., TORONTO, ONT.

HOLLISTON
Pan-O-tone
The Two Tone Book Cloth

tober he was appointed consultant for Harcourt Brace & Co., responsible for all their hook and advertisng typography.

He has designed, in addition to "trade" and "limited" editions, stationery, advertising, catalogs and pamphlets; he writes

occasional articles on bookmaking for the Publishers' Weekly and other periodicals, and advertising copy for the Linotype company. The Bookman magazine has just appeared in an entirely new format which is his work.

Josephy maintains both his living and working quarters on the top floor of an old brownstone house at 53 W. 51st St. Indeed he takes pride in the fact that it is impossible to disassociate his home and his office. work and amusement, even his day and night. He does a great deal of his work in what are

known as "odd hours" and manages to achieve his early ambition to sleep many mornings, with a telephone and a pencil at hand for early calls.

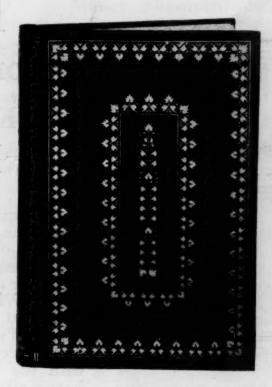
He has a capacity for disposing of an amazing amount of work in a short time and fancies himself a red-tape cutter.

He is enthusiastic about the development of composing machines and objects to doing partly by hand what can be done wholly by machine. He has made ingenious use of the Linotype for composing decorations for some of his books. At the same time, he

keeps in a corner of his flat an elaborate assortment of type ornaments with which he sets up complicated decorations like those on some of his titlepages shown with this article. He prefers to use only typographic material in his books but occasionally draws binding or title-page designs.

Mr. Josephy feels that the "trade" book is an entirely different problem from the "de luxe" one and not that it is the same problem with many restrictions. His work in the field of the former is important to publishers because he has demonstrated what good

books can be made within definite cost limits, and because, as the first free-lance in this field, he has shown the place of the trained specialist in still another branch of business. His success is still another sign of the new era in American printing and bookmaking.



BINDING DESIGNED ENTIRELY WITH TYPE ORNAMENT

This article on Robert Josephy is the first in a series on the younger generation of bookmakers. It will be followed in succeeding numbers of the Bookmaking Department by articles on young printers, designers and typographers. The next article will be on Ernst Reichl of Doubleday, Doran & Co.

A SUPPLIED METATORISM AS A STREET



# Here comes the BOOK-COUNSEL Man/

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BRANCH OFFICES IN CHICAGO & NEW YORK

# Let's Improve Our Bindings

To Equal The Typography And Art Work of Our Books

# Sidney Rubinzahl

In view of the now generally accepted idea that design in books is desirable, and the fact that some attention is being paid to the appearance of trade editions, it may be appropriate to make a few observations.

By examining books as they appear daily, I have been impressed by the fact that such care as is being taken has so far been limited almost wholly to the typography of the title pages, and the text, in a great many instances, bears the marks of attempts at good arrangement. Our book jackets are gorgeously colorful, and in many cases, extremely fine products of the graphic arts. Their lives are sweet, but very, very short. The beauty which is lavished upon them is interred with the usual collections of waste-paper in the incinerators of the country. And what finally remains of the externals of our books are the covers. Covers which, in all but relatively few instances, look like so many neglected

This is especially true of a large number of novels. Books of weightier substance are, by and large, rather tastefully treated; though they are often apt to look unduly somber. The novel, however (and here must be included all those books which, more or less, fall into the various categories of popular books), enjoys, after text-books, the largest audience. Hence, unless we wish good design to remain an esoteric cult to which only a chosen few books are admitted, it is the novel together with the other forms of popular trade editions, whose covers should receive more careful attention.

It is obvious that, owing to the exigencies of mass production and the importance of speed in manufacture, the most practicable and economical material for bookbinding is cloth as we now know it, sized and stiffened ready to be used. When cloth, in its present form, was introduced it looked, when compared with the then

prevalent hand-tooled leather bindings, quite plebeian and another instance of the vulgar revolution which had taken place in the industrial arts. Almost nothing was done to make the cloth covers attractive. Nobody realized their possibilities. But cloth covers have now become the norm and the accepted thing. We have at our disposal a very wide array of inexpensive cloths in a large variety of colors, which, if used with discretion and imagination, are capable of giving varying and effective results. But a cursory examination will show that the results, generally speaking, are not particularly happy. And for present purposes there seem to me to be three reasons for the condition.

The first and most obvious is an illchosen color scheme with large blocks of color blanked and stamped on the cover.

Secondly, the use of patterned cloths almost always robs a cover of the attractive qualities it may otherwise have. Plain vellums, unpatterned linens and natural finish cloths are always to be preferred. Natural finish cloths lend themselves to good designing, but for really good results, they should be quite soft, have as little nap as possible on the right side of the cloth and should be very well filled and finished on the reverse side.

And further, it is safe to say that in the case of 99 per cent of the books under discussion, the binders' dies are cut from extremely undistinguished hand-drawn letters, when perfectly fine type faces are available and much less costly for the purpose. The use of the hand-letter for cover stamping has assumed the proportions of a fetish and a bad one at that. And when the hand-letter dies are combined with ill-chosen color schemes and patterned cloths, the ensemble is very messy indeed.

For corrections of these faults, publishers must look to themselves. A little more time and a little more imagination will do much for the appearance of their books.

# A CONVENIENT CHART OF

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suggested for various types of books

Under each classification, the grades are listed in reference to quality

BIOGRAPHY TRAVEL PHILOSOPHY, ETC.	Art Buckram or Bindery Buckram Extra Colors Common Colors and Blacks Novelty Cloths
NOVELS	Extra Colors  Common Colors and Blacks  Vellum de Luxe  Novelty Cloths  Imco Cloth
TEXTBOOKS—SCHOOLS	Art Vellum Common Colors Vellum de Luxe
TEXTBOOKS—COLLEGES	Bindery Buckram Art Canvas and Crash Cloth Art Vellum Vellum de Luxe
JUVENILES	Common Colors and Blacks Vellum de Luxe Imco Cloth
POETRY BELLES LETTRES	Extra Colors Novelty Cloths
LIBRARY BINDINGS	Bindery Buckram Art Buckram Two-Tone Buckram

The wide variety of finishes, colors and patterns allows almost an infinite number of selections within each classification. INTERLAKEN cloth is made complete under one roof, with one standard of quality—the highest. Grade for grade, INTERLAKEN cloths give more uniform satisfaction and longer wear.

INTERLAKEN cloths are available in standard (38") width and also in special widths on order. Discontinued colors will be made up in special lots on order. Samples and prices sent gladly on request.

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# Revisiting a Big Bindery

The Plant of The Harris Wolff Estate, Where 15,000,000 Volumes a Year Are Bound

#### Richard Bartlett

I T is an instinctive question when one visits a big book bindery and sees the thousands of books flowing from one machine to another to ask how many books go out from it in a year. The reply that Bertrand Wolff gave us on our visit to the big bindery of the Harris Wolff Estate was that 15,000,000 volumes was their last

year's record.

Certainly there is no phase of bookmaking where careful planning and the use of modern machinery has so great an effect on the price of a book as in the bindery. Every time we visit an establishment like this we see some new machine that we have not seen before. The wonders of the folding machine are a long time familiar, but we never tire of seeing the signatures drop out in their orderly way at the foot of the folder to be borne away to the gathering machine, where signature by signature they drop systematically in place with far less chance of error than human fingers could guarantee. At this point a machine comes into action that was new to us, a smashing machine which does not allow the fingers of the operator to come underneath the point of pressure. That was the place where accidents used to occur. Now the operator piles about four books on a broad leather belt in front of the high pressure hammer, and, as he releases it, the belt moves forward a foot, stops, and while the sheets are under pressure the operator has turned to pick up another group. Again the belt moves on and the first group has passed beyond to be ready for the glueing. After the familiar process of machine sewing with its rapidly swinging arms, operated by deft girls, the new machine for backing provided an interesting exhibits The sewn books go into a moving chute, back up and do not emerge till they have gone down one side of a long machine and back another, and during this time they have passed through almost a dozen processes. Perhaps the most interesting one is

the rubbing down. After glue has gone on, muslin, more glue, and muslin, and finally more glue and a piece of brown paper, the book pauses for a moment and is rubbed crossways by a thick belt, pauses again and is rubbed the other way. This pushes the glue in through the muslin and the paper till the back is one tight whole. It is in such things that the machinery exceeds the efficiency of the most deft and expert hand.

Because we have been interested in the development of the new natural finish cloths, we were struck with the number of books that are being ordered in this binding, and Mr. Wolff said that manufacturers of binding cloth had been for months studying the development of this kind of fabric. As binders well know, ordinary fabrics are not useful for binding, as the paste comes through a cloth not woven closely or not treated properly, and when the paste comes through it makes an ugly stain. Sometimes very delicate cloths have a special paper inserted underneath.

The Wolff bindery now has its own designer who offers suggestions to publishers, and it has installed a new type of spraying machine with a special operator which gives something new in the way of binding finish.

We always wonder how binders can keep track of the huge quantities of books that may stay there a year, and many of the big piles remind the visitor of successes of the past year rather than of books that

are now selling rapidly.

On the day we visited "The Cradle of the Deep" with its striking blue binding was going steadily through some of the machines, as well as the stocky new volume in the new Modern Library binding, "The Brothers Karamazov," also in a blue cloth cover, and the new three-in-one binding of Sigred Undset with its very German back design. We saw also many of the one-volume, thin paper books that Black, the mail-order house, has made popular that go swinging through in 10,000 lots.

# BINDING

# TEXT BOOKS

IF you were to examine one of our text books with its clothes off you would understand at once why it so successfully resists the rough handling that such a book is almost certain to receive.

A number of years ago we established a department for fine hand binding, not so much with the idea of making money or for the pleasure of producing beautiful books — although we do take a reasonable pride in the product of this department.

# OUR PRIME OBJECT

was the training of young binding craftsmen, the creating in them of an ideal of workmanship which we hoped they would carry with them into our machine binderies.

Our hopes have been realized: Every book that goes through our binderies—encyclopaedia, belles lettres, text book—reflects the exacting standards of workmanship of the finest hand binding. Let us talk to you regarding the production of your text books.

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# The Limited Editions Club is Organized

George Macy

Director of the Limited Editions Club

RATHER lavishly printed prospectus is just being issued, announcing the birth and future plans of The Limited Editions Club, a new organization which will issue to its members a group of fine books, illustrated and printed in lim-

ited editions by the foremost artists and book printers in America.

This is the latest development brought about by the amazing increase in interest in beautifully printed books on the part of the American public during the past several years. Not more than ten years ago, it was estimated that approximately three thousand people in the United States were interested

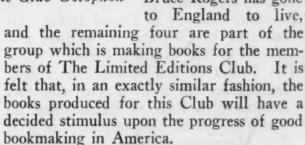
in the active collection of finely printed books, at comparatively high prices, in limited editions. Today two publishers have assembled mailing lists of more than twenty-five thousand persons who have indicated such an interest. Although an edition limited to less than five hundred copies was once considered all that this market would absorb, today editions of three thousand copies have been oversubscribed before publication day.

Most of the fine books purchased in this country have heretofore come from the the "private presses" of England, from the Kelmscott, Doves, Golden Cockerel, Fanfrolico and Nonesuch Presses. definite desire to have such books created here is indicated by the organization of such groups as The Book Club of California, Carteret Club, Grolier Club,

Bibliophiles Society, Club of Odd Volumes, Book Club of Texas, etc.

Indeed, in order to encourage the better printers to produce books representative of their best work, The Grolier Club in 1923 commissioned six American printers to

print books for its members, and these books, whenever released by their owners, fetch high prices in the bookshops; a fitting testimonial to the success of the scheme. These printers were John Henry Nash, Bruce Rogers, T. M. Cleland, Walter Gilliss, Carl Purington Rollins and D. B. Updike. Of these, Wal-Gilliss is dead, ter Bruce Rogers has gone to England to live,



The books of The Limited Editions Club will be sold by subscription only. To quote the prospectus, "To furnish, to lovers of beautiful books, unexcelled editions of their favorite works. . . to place beautifully printed books in the hands of booklovers at commendably low prices. . . to foster in America a high regard for perfection in bookmaking. . . by publishing for its members twelve books each year, illustrated by the greatest of artists and planned by the greatest of designers. . . this is the purpose of the club."



The Limited Editions Club Colophon

The Club will restrict its membership to fifteen hundred, thus affording the possibility that, when more than fifteen hundred people desire memberships, these will sell at a premium, like seats on the Stock Exchange! To these fifteen hundred members the Club plans to issue, once during each month in the year, a perfectly printed book. Each member must subscribe for twelve books in advance, each book to cost him ten dollars upon delivery. No copies are to be sold in any other fashion. The best book materials are promised the members: handsome, hand-set types; handmade papers imported from famous paper mills; the finest binding materials. books will be printed from type only; and, wherever these are used, from the original wood-blocks, copper-engravings and lithographic stones.

The first year's books will be exclusively American. For the second year, books are to be made by well-known illustrators, book designers and printers in Europe, so that the prospectus makes the statement that "Each member of the Club will thus find himself in possession of a library containing examples of the work of all of the world's great printers and artists."

With scarcely an exception, the best-known illustrators, designers and printers in America have agreed to make books for the members of The Limited Editions Club. The first twelve books, as now announced, are these:

"Robinson Crusoe," by Daniel Defoe. Illustrated by Edward A. Wilson and

printed at The Graborn Press.

"The Fables of LaFontaine," in a new translation into modern English verse. Illustrated by Rudolph Ruzicka and designed by D. B. Updike and printed at The Merrymount Press.

"The Surprising Adventures of Baron Münchausen." Illustrated by John Held, Jr., and printed by W. A. Kitt-

redge at The Lakeside Press.

"Rip Van Winkle," by Washington Irving.
Designed with a new type face by
Frederic W. Goudy and printed by Mr.
and Mrs. Goudy at The Village Press.

"The Narrative of Arthur Gordon Pym," by Edgar Allan Poe. Illustrated by Rene Clarke, and designed and printed by John Henry Nash.

"The Decameron" of Giovanni Boccaccio,

in a new translation into modern English. Designed and printed by T. M. Cleland.

"Tartarin of Tarascon," by Alphonse Daudet. Illustrated by W. A. Dwiggins, designed by W. A. Dwiggins and printed at The Georgian Press.

"Leaves of Grass," by Walt Whitman, a reprint of the scarce first edition. Designed by Frederic Warde and printed

by William Edwin Rudge.

"A Lodging for the Night," by Robert Louis Stevenson. Illustrated by C. B. Falls, designed by Hal Marchbanks and printed at The Marchbanks Press.

"Snowbound," by John Greenleaf Whittier. Designed and printed by Carl

Purington Rollins.

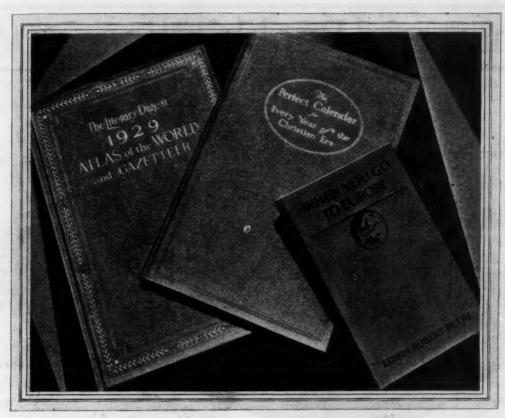
"Undine," by LaMotte-Fouque. Illustrated by Allen Lewis and printed at The Harbor Press.

"Gulliver's Travels," by Jonathan Swift. Illustrated by Alexander King, and printed at The Plandome Press.

The Limited Editions Club has opened offices in the French Building at 551 Fifth Avenue. It has been incorporated under the laws of the State of New York. The President of the new corporation, who will also be its general manager, is George Macy, formerly President of Macy-Masius; the Vice-President and Treasurer is J. O. Straus, of Straus and Co., brokers; and the Secretary is Harold Riegelman, of Nordlinger and Riegelman, attorneys.

# A Popular Handbook on Prints

THE thirteenth printing of Frank Weitenkampf's "How to Appreciate Prints" has just come from Scribner's, and the demand for this book indicates how wide a public there is for a handy volume on the subject. When Weitenkampf first planned this book twenty years ago, there was so little demand for literature on the subject. that Moffat, Yard & Company, its first publishers, almost regretted that they had undertaken to print the book, and yet the public called for three printings in the first two years. One dealer in prints has formed the habit of giving away a copy of the book to every prospective customer, so strongly does he feel that it is a book that will build up enthusiasm for collecting.



Photograph through courtesy Funk & Wagnalls Company, Publishers, New York City

# Attractive covers

# gain customers' attention—help sell your books

THE book that stands out from the others, that catches buyers' eyes and holds their attention—is the one that sells quickest.

Publishers nowadays know how much good-looking, obviously durable covers can do toward getting this initial interest and attention. That is why many well-known publishing houses select du Pont Fabrikoid

for use on their volumes. Sturdy, good-looking Fabrikoid gives a book a combination of long life and lasting beauty that no other cover material can equal. And it is built to keep its beauty. Washing instantly removes fingerprints, dirt, smudges and other defacing marks—restores its original freshness and cleanliness. Fabrikoid is waterproof and scuffproof, too. It is built to defy wear and tear, to stand up under both use and abuse.

Fabrikoid is easy to work, can be printed or embossed with gold or foil, and will

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Teague's title-page for Anderson's edition of "Tristram Shandy"

# An Ambitious Publishing Program for Philadelphia

ARL J. H. ANDERSON of 514 Ludlow Street, Philadelphia, is to begin shortly a program of bookmaking to include a long series of standard volumes published from month to month for subscribers at a flat price of \$5.50 each. The program differs from many of the recent experiments in bookmaking, in that Mr. Anderson plans to go direct to the subscriber for his support and to offer not limited editions but editions without limit, the quantity being necessary in order to keep the price down. The first announce-ment states that the series will include books designed by Dwiggins, Cleland, Kent, Jensen, Bernhard, Justis, Wilson, Teague, the Rosas, Ruzicka and others. Each book, Mr. Anderson announces, will be an interpretation of the needs of the text, as to typography, illustration, printing, etc., and no two books will be alike. The advance subscriber will be asked to pay \$29.70 for 6 volumes, these to come 6 to the year, the regular price being \$5.50 a volume, or \$33.

The books now in hand, of which speci-

men illustrations are shown include "Treasure Island," illustrated by Lyle Justis, "Knickerbocker's History of New York," illustrated by Litt Edgar, "Tristram Shandy," illustrated by Walter Teague, "Toilers of the Sea," illustrated by Gustav Jensen. And in preparation are "Huckleberry Finn," "The Four Million," "Typee," "Essays of Elia," "Vanity Fair" and Cellini's "Autobiography." A list of over 100 titles is put down to indicate the editor's idea of the books that will be chosen in future years. There will be no attempt at editorial apparatus, but the books will be reprinted from standard text. The publisher emphasizes the fact that they are books that have been read through the centuries and will stand any test of re-The volumes will not be sold reading. through bookstores but direct by mail campaign.

#### The Fifty Books Show

THE jury of the annual Fifty Books Exhibit of the American Institute of Graphic Arts met in New York last month, its membership this year including David Silve, typographer, New York; Dr. George Parker Winship, Harvard University Library, and Mrs. Sherman P. Haight, collector. Over 350 books were presented for consideration, and the judges believe that a standard of unusual excellence was reached. As in previous years, the books selected include all types of publications, trade and especially printed volumes. The Exihibt will be opened on May 6th simultaneously at the Grolier Club and at the New York Public Library. Arrangements for the Exhibit are in charge of Frederic G. Melcher as Chairman of the Committee, Robert S. Josephy, and R. Critchell Rimington. Addresses on the opening night will be made by Dr. Winship and W. A. Kittredge, typographer of R. R. Donnelley & Sons, Chicago.

# Hervey Allen's Poems Designed by Frederic Warde

A VOLUME of exquisite daintiness has been designed by Frederic Warde at the Rudge Press, "Songs for Annette" by Hervey Allen, a book of 24 pages on handmade paper, bound in gray boards.



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# Spurious or "Mock" Books

#### Walter Hart Blumenthal

Editor of "The American Hebrew"

#### PART I

ROHIBITION officers a short time ago confiscated a shipment of "books" styled "The Four Swallows." A hidden spring released the cover and four small drinks in bottles were discovered. The author's name in gilt was "J. B. Corn." Another attempt to evade the prohibition law consisted in an elaborately bound volume of the Anglo-Saxon Review for 1899 in which was concealed a halfpint of whiskey sent from England. The container was encased in a square space made by cutting out the reading matter and leaving only the margins of the pages. Postal authorities discovered the deception. Among other similar curiosities is a Bible confiscated several months ago by the Bureau of Internal Revenue which contained in the hollowed out interior a considerable supply of narcotics which it was the intention of the sender to smuggle into this country. Not the least ingenious of these imposters among books was one taken from a prisoner in the Eastern Penitentiary of Philadelphia. In it was concealed a small crystal radio set used by a prisoner to receive code messages regarding the delivery of dope from a confederate outside the walls. By a signal the prisoner was informed when, in taking his exercise, a rubber ball filled with heroin would be thrown over the wall to him from the outside. This crystal set is said to have been concealed in a bulky Bible, the first three and the last three pages untouched and the body of the book cut into a compartment, leaving the margins of all the pages intact.

The ingenuity of man has devised other spurious books as containers for one thing or another. There is the cigar box book of cedar wood with the Internal Revenue stamp and the title "Incense to Lady Nicotine," the contents consisting of 50 Havanas. Even the familiar yellow ribbon used to bundle cigars is appended as a bookmarker. Akin to this is the diminutive

matchbox book inscribed "Let There Be Light."

For the feminine heart, if the lady have literary leanings, one may mention a precious specimen of a Vanity Book which comes from the court of royalist France of long ago and consists of a mirror frontispiece, perfume vial, chamois and powder box. It resembles a little book, closes with a gold clasp and bears an exquisite enameled miniature imbedded in the gold cloth cover which is ornamented with seed pearls and sequins sewn on with bullion thread. This rarity cost the collector who treasures it the shocking sum of \$150. Meet to every purse, however, is the present-day inexpensive candy-box book which usually bears the saccharine title "Sweet Thoughts." If one be of a thrifty turn there is the little savings bank in the format of a book, with a slit at the top for coins, and an appropriate title.

Rivaling the Vanity Book in rarity are the Swiss music-box books which play a little tinkling Tyrolean tune when wound, and contain an album of scenic views.

Among the oddest of freak books prized by the collectors of such literary curios (granting first place to mediæval English law books bound in human skin of executed murderers) is a cynical volume entitled "Wisdom of the Ages" which is utterly blank from cover to cover! A somewhat similar spurious book is the gruesome jest book entitled "All Is Vanity" with a mirror frontispiece revealing, when the lid is lifted, a small plaster skull and crossbones reposing in a black velvet compartment. There are mock books containing sets of chess-men, as also of checkers. One of the novelties abroad is what appears to be a set of four little books-in reality, cakes of soap, boxed—about three and a half inches tall with the general title "Les Saisons-(Parfums Assortis)." Each of the volumes in addition bears one of these four titles:

"Printemps (Muguet), Été (Rose), Automne (Jasmin), Hiver (Violette)." These exquisite foreign soaps in four scents are a delightful addition to (or, if you will, edition of) the varieties of imitation books.

Mention may also be made of playing-card books in a book-like container with some such inscription as "A Square Deal" or "Book of Tricks." Familiar also are those dummy books consisting of a strip of colored stamp cloth looking like the gilt backs of a row of volumes and giving the illusion of a well-filled shelf. These bear sham titles such as "Malthus on Infantry Attack," "Corn Crop by John Bunyan," "Paradise Lost by Adam" and "Mac-Adam's History of Rhodes."

Several of the above varieties are quite common. The music-box volume, however, is seldom met with, though occasionally one may be found in an antique shop. But among the strangest of literary curiosities is the genuine bottle-book of French faience vintage which is as rare as spurs on an admiral. These resembled veritable volumes but were merely flasks.

A true bibliographical curiosity, belonging in the category of mock books, is that unique item which, in its day, circa 1720, was called an "Apprentice's Bible." It resembles a book, is lettered "Guide in the Dark," and on being opened contains no leaves, but a folding lamp to hold a candle. The top and bottom of the lantern are of countersunk metal; the two ends consist of metal frames for glass or horn, and the two pious sides complete this gospel lamp.

This curious item is named Apprentice's Bible from the fact that it was supplied to the apprentice whose duty it was to accompany his Master or Mistress to Church. Carried in his hand it could not be distinguished from a Bible or Devotional Book. On leaving the Church, if the night was dark, he could easily convert it into a servicable lantern, and perform the services of a link-boy to his employers. The lettering on the "book" is appropriate to its use.

The antiquarian who "collated" this relic truthfully writes: "It is an item of the greatest rarity and interest, and one to which the description 'unique' might with justice be applied. It would create the greatest interest in any library, no matter how important and extensive."

No example has ever occurred in any

recorded book sale, and it is extremely improbable that another specimen will ever be discovered. The English bookseller, in whose catalog this curiosity was described, had it priced at £21.

An extraordinary volume which long belonged to witty Charles Joseph, the Prince de Ligne, who was a friend of Voltaire and Marie Antoinette, may be esteemed one of the most curious books in the world because it is neither written nor printed. The letters of the text are cut out line by line and page by page from the vellum folio. Being interleaved with tinted paper, it is readily read. The labor bestowed on it was prodigious. King Rudolph II is said to have offered several thousand ducats for it in 1640. The margins have many ornamental designs wrought in the same painstaking way. The book is called the "Passio Jesu Christi," contains thirty-one leaves, and has clasps of gold. By one of those queer topsy-turvy turns of the rare book auction session, this work in 1903 sold for the ridiculous sum of £7 7s. at the dispersal of the Sneyd Library.

The above volume is perhaps outdone in strangeness by a Wordless Book which, except for the title-page, contains not one syllable. It was devised by a person of strong religious vent who thought to convey an allegory in the color scheme of its leaves, of which two are black, two crimson, two white, and two gold. The black symbolizes the unregenerate heart of man; the crimson, the divine redemption; the white, the purity of the soul "washed in the blood of the Lamb"; the gold, the felicity of eternal beatitude.

Elbert Hubbard's volume entitled "Silence" was a book of blank pages, and in answer to a question as to which of his works was most popular, the sage of Roycroft whimsically replied: "Probably that one on 'Silence."

A singular product of an unbalanced mind whose embodiment passed among men under the name of George Winslow Pierce, bears the title "The Song of Songs Which Is Solomon's." It is perhaps the only book in the world in which one line is printed on a page. This work of aberration consists of over 400 pages—"versified, monogrammed, and designed," by the author who declares himself an algebraist. The book appeared at Boston in 1904.



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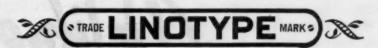
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# CONCERNING A JACKET DESIGN BY POLITZER

# "Of Making Many Books—"

By WALTER YUST

On THE jacket of Walter C. Brown's "The Second Guess," published by Lippincott, you'll see three sinister figures masked, capped and heeled, moving up a stairway with the synchronized precision of the Tiller girls. They seem to mean business. And they do.

One supposes that it is not within the province of a book reviewer to criticize jackets, but I must confess (I'm not a dyed-in-the-wool detective-story reader) that it was the picture of those three silent and threatening gunmen which fascinated me into reading "The Second Guess." I'm not a bit sorry. An exciting jacket on an exciting book—the man who conceived the jacket is as deft and canny a craftsman, in his field of labors, as the author is in his.

from the PHILA.
PUBLIC
LEDGER



Another odd volume of alleged verse entitled "Soul," by June Jamison King, is devoid of punctuation and the initial letter of every word is capitalized.

Another unusual item is the thin sheaf of poems by Phillips Russell, in which the inner margin of each page is perforated and a prefatory note invites the reader to discard any of the poems that do not please and to pass on to friends such pages as may

invite further reading.

A novel entitled "The Red Cord," having a Chinese locale, appeared a year or two ago with a book-marker consisting of a red cord at the end of which was tied a genuine Chinese coin of the Province of Kwangtung which had been placed upon the altar of Kwan Yin, Goddess of Mercy, and was therefore an Oriental talisman. The red cord is an emblem of domestic felicity.

Another curious bibelot is a cross-shaped miniature album diminutive in size and unique in format, containing pictures of the Nativity painted by Princess Sophia, daughter of George III. "The 34 leaves are held together by three silver clasps, the upper one being furnished with a tiny ring so that it could be suspended from a chain attached to the girdle." This cruciform curio is bound in green morocco and reminds us of those girdle books once prized by the devout.

A curious volume on the State of Georgia, its products and traditions, was issued in a shape resembling the contour of the State. In the Metropolitan Museum is a triangular-shaped Masonic book. Another curio is a child's book with a large hole through the center of the binding and pages. This hole constitutes a part of the pictures throughout the book, being a hoop, a hugh mouth, a cave opening, or the like.

One recalls that Cellini had a backward style of writing which could be read by others only through the medium of a mirror. Taking a clue from this perhaps, a publisher issued a child's book a year or two ago entitled "The Mirror Book," by Milton Goodman in which delightful pictures and text are printed backwards and upside down—but may be set right by the magic mirror inside the back cover.

G. F. Scotson-Clark's "The Shadow Cut-Out Book" has a new idea for children's entertainment. It contains twenty-four silhouettes of famous people, from Ben Franklin to Babe Ruth and Charlie Chaplin, on cardboard, with instructions for cutting them out and using them to make shadowgraphs on a screen or the wall.

Another children's book of recent years told the stories of beautiful heroines and brave heroes up to the point of exciting situations, and ended there with nothing to indicate how the tales conclude but with a few blank pages after each story so that the imaginative child may fill in his or her own ending. This is entitled "The-Make-It-Up Story Book" and prizes were offered for the best completions of the five stories the book contained.

In 1921 a German typewritten book appeared, a product of the depleted manpower during the War. This capitulation to necessity was brought out by one Echtermeyer. It is a form of print to which the Literary Digest was also driven in one issue by a type-setters' strike. Printing minus type has been experimented with on more than one occasion and photographic devises which dispense with metal in printing have been more or less perfected through their use.

One of the curious commentaries on the Eighteenth Amendment to the Constitution of the United States was issued by the Commission of Internal Revenue in a volume of more than 250 pages. This consists of 2403 sections of new regulations in interpretation of the constitutional ukase concerning the manufacture, sale or transportation of intoxicating liquors which, as the eighteenth amendment, consists of just forty-four words.

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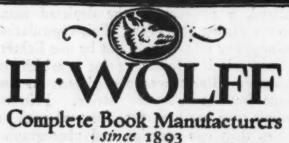
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# Harold Arthyr Caslon

T may have escaped notice of some of the readers of the Publishers' Weekly that Harold Arthyr Caslon died. He was the third and youngest of three brothers who in 1896 were made partners in the old Chiswell Street firm of letter founders. The eldest, Albert Caslon, is now the sole survivor, the second, Mr. Sydney Caslon, having died a few years ago. Harold Caslon, entering the engraving department of the firm founded by William Caslon in the 18th century, introduced many improvements in producing steel punches and copper matrices, and designed more than twenty type faces that have commended themselves to printers and to connoisseurs of printing. His collection of Caslon broadside specimens is believed to be unrivalled in England.

The Life of
H. R. H.
The Number of Elamborough

Benjamin Bunny

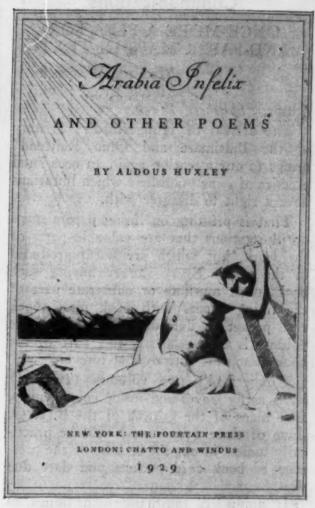
A POSTNOTE TO HISTORY,

LAURENCE HOUSMAN



New York
PAYSON AND CLARKE LTD
1889

The above title-page was not printed in 1895 but 1929 for Laurence Housman's Duke of Flamborough. The purple "plush" cover of the book is in the full spirit of this humorous bookmaking flashback to the period of the Duke



The first publication bearing the imprint of the Fountain Press is the "Arabia Infelix" by Aldous Huxley, the printing being designed by the Harbor Press. A feature of the book is the decorated title-page by William H. Cotton

# University Course in Typography

STEP of great importance in the development of educational programs for the field of typography has been taken by New York University in its department on the fine arts, the dean of which is Gen. Charles H. Sherrill. The program has been worked out with the help of an advisory committee of the American Institute of Graphic Arts under the chairmanship of C. Chester Lane and is to include a three years' course of evening lectures, totaling forty-three hours, the whole course to be in charge of the director and the lectures to be given by different experts. The subjects announced will include both historical and practical courses, with emphasis on the general problems of design rather than on details of typesetting.

#### Communications

# ONCE MORE A PLEA FOR END-PAPER MAPS IN TEXT

Madison, Wisconsin. March 23rd, 1929.

Editor, Publishers' Weekly:

The arrival of Hungerford's "History of the Baltimore and Ohio Railroad" brings to our attention again an occasional practice of some publishers which librarians have a right to disagree with.

That is printing on lining papers maps or illustrations that are valuable parts of the work, but which are not reproduced in the text. Every library buying such books must mutilate or obliterate part of the lining papers with book plate, book card pocket, or date due slip. And if the volume is ever rebound, this part of the book disappears entirely and forever.

Hungerford's two volumes (Putnam) have, as fly leaves and inside cover papers, four maps of the growth of the B. & O. Two of these (rear ones) will be practically useless in our set because of the presence of book card pockets and date due slips.

If publishers must use such things to embellish inside covers, I pray them to duplicate such maps, etc., in the text. It seems quite a simple thing to do and quite within reason to suggest and request.

Yours truly,

L. C. BURKE, Assistant Librarian, Library of the University of Wisconsin.

#### "BELIEVE IT OR NOT"

Payson & Clarke, Ltd. New York City, March 9, 1929

6-161

Editor, Publishers' Weekly:

The article in your March 2 issue on "Recent Records in Speedy Publishing" is extraordinarily interesting though we feel slightly deceptive. May we, on the part of the harassed "manufacturing man" criticize it a little, even at the risk of being tedious?

The article, as written, is unfair in that it would lead someone not acquainted with the technical process of book manufacture, to think that all books can be made as quickly as those cited. After reading it, one

has visions of editors accepting manuscripts on Tuesday and expecting an unprepared manufacturing department to produce the finished copies Thursday noon! I use the word "unprepared" deliberately, for given adequate knowledge of what the book is to consist, the approximate number of words, the type and page sizes, the number of copies needed, and the exact moment at which the finished manuscript will reach the manufacturing desk, any book can be produced in a hurry. For with such knowledge the paper can be ordered ahead. the printer notified, the jackets printed, the linotype compositor and presses held waiting, the bindery can have the cases for the book stamped and ready, and the machines set, etc., etc.

There must have been some preparation ahead of this sort which made it possible to produce "The Happy Warrior" and the "Life of Lindbergh," the examples cited in Mr. Blumenthal's article. We, ourselves, are rather proud of having issued one thousand copies of "The Author's Annual," a 212-page reference book, in three days. We decided on a Monday afternoon, while first galleys were still coming in and the book was bound and distributed by Friday noon. Every detail, except type size, was decided after 4 p. m. Monday.

A "debunking" letter such as this will not be popular with publicity departments, but perhaps the readers of your Bookmaking Department will sympathize, and editors in future have some thought for technical processes, and the time needed to accomplish them.

Truly yours,
PRISCILLA C. CRANE,
Manufacturing Department.

## A Volume on Early Printing in New Orleans

SEARCY & PFAFF, LTD., of 931 Lafayette Street, New Orleans, are to publish in limited edition Douglas C. McMurtrie's "Early Printing in New Orleans 1764-1810." There will be 410 copies printed. It is a volume of 152 pages, of which 20 are given up to reproductions. There are 170 items in all that are listed. The material has great historical as well as typographical interest.

# American Book Production Exhibit to Rome Library Congress

N connection with the World's Library and Bibliographical Congress in Rome and Venice in June, the American Institute of Graphic Arts has accepted an invitation to send a collection of representative American book production to the exhibits which accompany the Convention. The exhibits of American material are being arranged by the American Library Association, which has made the suggestion that American bookmaking be represented. Dr. Theodore Wesley Koch is chairman in charge of the Booktrade and Book Collecting Section, and has arranged for important papers to be delivered. It is expected that many American librarians will be able to attend, and other American visitors in Rome this summer will see the exhibits.

# Random House Program for the Spring

THE spring announcement of the Random House includes a variety of offerings which will be marketed through its agency, including four new books with its own imprint, nine books from the Fountain Press, successor to Crosby Gaige, several books from the Nonesuch Press, two from the Spiral Press, half a dozen from Golden Cockerel, and books from Peter Davies and the Bremer Press.

Randon House's "Dr. Jekyll and Mr. Hyde," designed by Dwiggins and printed by the Pynson Printers, is approaching completion; also, "A Narrative of the Life of Mary Jemison," an original journal of Indian captivity. The "Random House Poetry Quartos," to which a dozen American poets have promised contributions, are

Some of their future titles include a "Tom Sawyer," "Leaves of Grass," "Baron Münchausen" and "The Hunting of the Snark."

Of the Nonesuch books, the appearance of the first volume of "The Works of Shakespeare" will be an important event, and the 1,600 sets have been heavily oversubscribed. The delivery of North's

Plutarch will also begin this spring. An unlimited edition has just been made ready of "The Complete Poetry and Selected Prose of John Donne," the author whose work Mr. Meynell has published with such distinction in limited editions. This book is uniform with a fine one-volume edition of Blake, and is a notable piece of bookmaking, both as to typography and binding.

## Mosher Press to Publish Translation of Chinese Poet

THE Mosher Press, now directed by Miss Lamb, makes the interesting announcement that it will publish shortly "Tu Fu, Wanderer and Minstrel Under Moons of Cathay," a translation of the lyrics of one of China's greatest poets done by Edna Worthley Underwood and Chi-Hwang Chu. It is to be a quarto of 300 pages, in clear, new type, with 19 illustrations in contemporary Chinese art. There will be a limited edition at \$7.50 and a de luxe edition limited to 50 copies at \$35.

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"Surplus Stock" 25c. a line. All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title

must begin on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering, state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it.

#### **BOOKS WANTED**

Because the Western Number, April 13th, of The *Publishers' Weekly* must be mailed early, the Weekly Book Exchange for that number will close on Saturday, April 6th, instead of Monday, April 8th.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL. Broughton. Elements of Astrology. Christian Sicence. Not scarce items.

American Bapt. Pub'n Soc., 1107 McGee St., Kansas City, Mo.

Memoir of Gatch. Pub. Swormstedt & Poe. How to See Jesus. James W. Kimball. Good condition.

The Memoirs of the Life of Aaron Burr with Miscellaneous Selections from His Correspondenre. Matthew L. Davis. 2 vols. Good condition.

W. H. Andre, 604 Kittredge Bldg., Denver Smith's Bible Dictionary. Legend of the Jews. Ginsberg. 5 vols.

THE APPLE TREE B'KSHOP, CONCORD, N. H. Spiritual Meaning in English Literature.

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Webster. The World Revolution.

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Marquise. Henry Ford. Life of. 2 copies.

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Larcom.
Andrew, J. Davis. The Great Harmonia.

A. A. Beauchamp, 603 Boylston St., Boston Cooper, Oakly. The Count St. Germain. Manning. The Land of the Pharaohs. Key of Solomon the King.
The Book of Enoch. Oxford ed. Palmer. The Secret of Ancient Egypt. Any books on the Great Pyramid. O'Gorman, D. A. A Chronological Record. Seiss. Lectures on the Apocalypse. McCarty. The Great Pyramid of Gizeh. Davis. Penetralia; The Great Harmonia. Guyon, tr. by Ford. Spiritual Torrents. Kip. Catacombs of Rome. Thompson. Dynamo-Electric Machinery.

W. A. BENJAMIN, 416 BRADBURY BLDG., Los Angeles, Cal.

Smith-Elder Thackeray. 26 vols.

Dickens. Gadshill ed.; also broken set. (Which vols. have you?); Good Chapman & Hall set in clo.

Zola. Barrie ed. of Japan. 12 vols.

Writings of Pushkin.